JULY 25, 1960 THIRTY-FIVE CENTS

29th YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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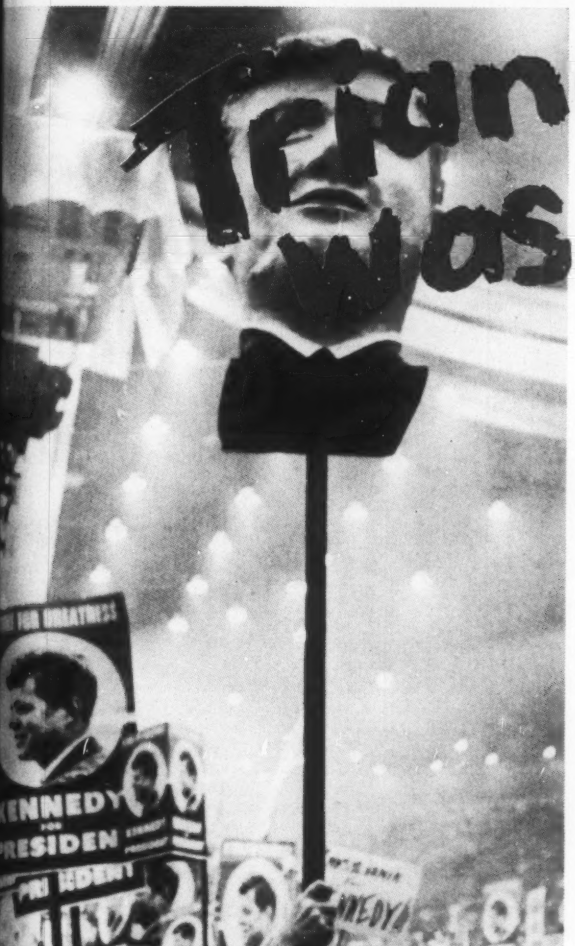


For 16,000,000 people Triangle was their first source of information on the 1960 Democratic Convention. Utilizing an Eyewitness Team and a "hot line" from Los Angeles, Triangle Stations interrupted programs to air nearly 1,500 reports and 200 special shows. For television 70,000 feet of unedited film was supplied to six stations—convention coverage without precedent in local programming.

For Triangleland delegates and visitors to Los Angeles, Triangle was their first means of communication with home. Reporters and cameramen worked around the clock to tell the story of key delegations from California, Connecticut, Delaware, Maryland, Massachusetts, New Jersey, New York and Pennsylvania.

Triangle will record similar achievements at the Republican National Convention in Chicago this week.

TRIANGLE STATIONS

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N.Y. / WLYH-TV, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn. / KFRE-AM • TV • KRFM, Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

3 CULTURAL GROUPS COMPOSE NEW YORK'S MASS MARKET

Five and one half million people in metro New York have cultural affinities to the Spanish-speaking, Italian, and Negro communities.

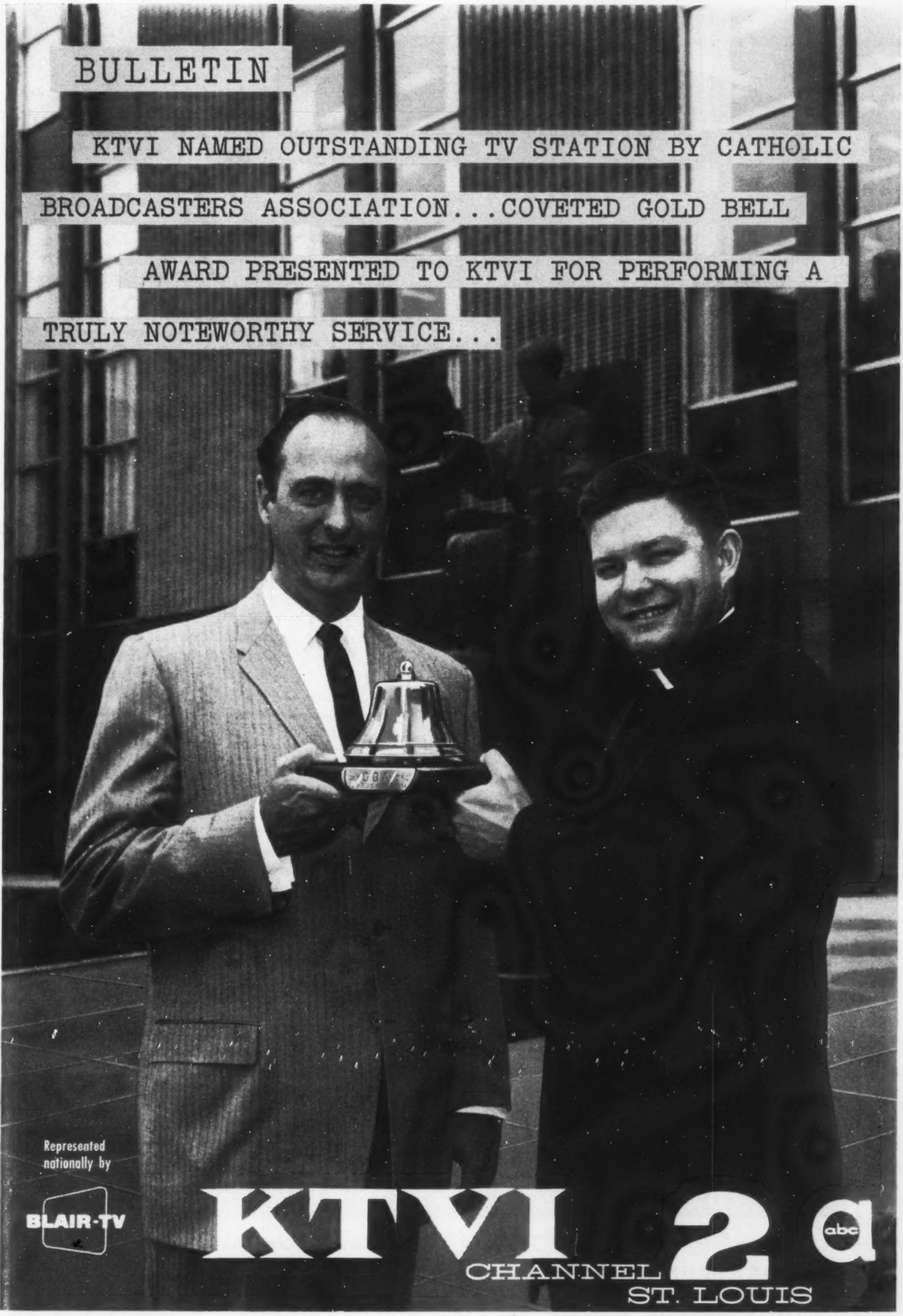
WADO has oriented its programing to reach this mass audience in depth, with the dignity due each group and a recognition of their potential in our economy.

Only **WADO** reaches the seventeen county area which embraces this constantly expanding audience.

BARTELL BROADCASTING CORPORATION

444 MADISON AVENUE, NEW YORK 22, NEW YORK

WADO	New York
WOKY	Milwaukee
WAKE	Atlanta
WYDE	Birmingham
KYA	San Francisco
KCBQ	San Diego
TeleHaiti	
TeleCuracao	
TelAruba	



BULLETIN

KTVI NAMED OUTSTANDING TV STATION BY CATHOLIC BROADCASTERS ASSOCIATION...COVETED GOLD BELL AWARD PRESENTED TO KTVI FOR PERFORMING A TRULY NOTEWORTHY SERVICE...

Represented nationally by
BLAIR-TV

KTVI
CHANNEL 2
ST. LOUIS
abc

REACH
712,865* TV HOMES
IN THE GREAT
DALLAS-FT. WORTH
MARKET WITH
CHANNEL
4

KRLD-TV serves 53 booming Texas counties plus 5 southern Oklahoma counties. Channel 4 serves this area of more than 2,700,000† people with 712,865* TV Homes.

SELL MORE with CHANNEL FOUR

*Composite Nielson and ARB TV Ownership Estimates, NCS† 3 coverage pattern.
†Based on preliminary figures, U. S. Census Bureau.

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

More paper work ▪ Broadcasters for first time will be required during this year's campaign to keep record of political broadcasts. FCC has prepared several-page questionnaire to be sent to all licensees in week or two. Requested also will be narrative report on stations' policies on political broadcasting. Move implements suggestion by Sen. A.S. Mike Monroney (D-Okla.) at Senate hearings last May on amendment of Sec. 315. FCC may schedule preview session for Washington communications lawyers and station representatives, with H.H. Goldin, FCC economics chief who drew up document, as briefing officer.

Shortcut ▪ House Rules Committee will be bypassed by leadership in putting to House vote Senate-passed resolution (SJ Res 207) suspending Sec. 315 for this year's presidential and vice presidential candidates. Normally, legislation of this kind goes to House Commerce Committee for action and then requires clearance from Rules Committee, bottleneck for such major legislation in past. Speaker Sam Rayburn (D-Tex.) has kept SJ Res 207 on his desk, however, and will send it directly to floor—tentatively scheduled for debate Aug. 22. Commerce Committee will hold informal meeting Aug. 16, day after House recess ends, to formulate recommendations for floor consideration.

Triple threat ▪ Those 40-second nighttime station breaks that ABC-TV has promised its affiliates (BROADCASTING, June 27) definitely won't include license to use them for triple-spotting. Affiliates will be asked to indicate affirmatively that they don't intend to use extra 10 seconds for commercial abuses. Fear of triple-spotting is one big reason network advertisers are fighting so hard against lengthening of 30-second breaks on any network (see page 29). ABC goes along with station arguments that increased operating costs make station rate rises inevitable unless new sources of income are found and that advertisers thus can be spared additional spot costs if they accept 40-second breaks.

New rep ▪ If certain of CBS-TV's affiliated stations, represented by network spot sales organization, complete present negotiations (which seems likely) new rep firm named Television Spot Sales will be organized, staffed by several members of present CBS unit, operating in conjunction with but separate from Branham Co. Stations regarded as favorable to plan are *Washington Post* outlets—WTOP-TV Washington and WJXT (TV) Jacksonville—WBTV (TV) Charlotte and long-time Branham-repped KRLD-TV Dallas. Unit would be headed by Arthur C. Elliott, eastern sales manager of CBS Tv Spot Sales.

Tentative plan contemplates Branham providing office space and accounting, along with initial financing. Other stations repped by CBS Tv Spot Sales already have made new arrangements stemming from FCC's order of Oct. 30, 1959, ordering separation of networks from representation of affiliated tv stations other than those in owned and operated category. Several NBC affiliates, along with network, are opposing order (BROADCASTING, *July 4) on grounds of illegality.*

Law at work ▪ There's no question losers in Miami ch. 10 and Boston ch. 5 *ex parte* cases are going to use every legal avenue to attack FCC's decisions, although none will publicly state position at this time. One approach, however, has been subject of public and private discussion. This is view that commission is in error in issuing decisions in both cases. Both are under jurisdiction of Court of Appeals in Washington, holders of this viewpoint contend, and argue that commission cannot issue decisions until court remands to permit this.

Political problem ▪ Symptoms of softness in spot television market—particularly in new orders—have had some stations and reps concerned, but majority of reps report marked gains in activity in past couple of weeks and feel confident upward trend will continue. "As our peaks get higher," said one, "our valleys seem lower." Some reps, describing situation as spotty with big variations market to market, saw parallel to 1956 presidential election season, attributing slack to general advertiser reluctance to commit big budgets during uncertainty over political outcome and, more immediately, hesitancy to have new spot campaigns disrupted by political pre-emptions. With networks offering presidential nominees big gobs of free time, there was speculation that largest share of political money would be spent in spot, but how much would be placed nationally rather than locally was another question.

Bartley or Ford ▪ Who will be chairman of FCC if Democrats win in November? With Lyndon B. Johnson on ticket as vice presidential candidate, expectation is he will urge appointment of Commissioner Robert T. Bartley, fellow Texan and nephew of Speaker Sam Rayburn. Mr. Bartley has been member of FCC since March 6, 1952, and before that served as executive assistant to Speaker Rayburn. His broadcast experience included vice presidency of Yankee Network.

If GOP wins in November, assuming Nixon nomination, incumbent Chairman Fred W. Ford would be more firmly entrenched than ever. There's thought that he might move to even higher administration post. He is solid with Attorney General William P. Rogers, who is close adviser to Vice President Nixon. Anomaly is that FCC's new, tough regulatory policy would continue under either official since Messrs. Ford and Bartley see eye-to-eye on issue of broadcaster responsibility.

Change in PCP? ▪ CBS Radio and its affiliates association are understood close to agreement on plan for refinements of network's Program Consolidation Plan, adhering closely to proposals made by affiliates group. Preliminary sessions already have been held with Arthur Hull Hayes, CBS Radio president, with prospect that meeting of affiliates group may be called early next month.

While details of plan were not disclosed, it's believed to embrace more emphasis on news, lengthening of network news programs, elimination of daytime serials, reduction in network option time. Members of affiliates committee are John S. Hayes, chairman, WTOP Washington; E.K. Hartenbower, KCMO Kansas City; Larry Haeg, WCCO Minneapolis and Michael R. Hanna, WHCU Ithaca, N.Y.

Full circle ▪ History repeats with appointment of J. Leonard Reinsch, executive director of Cox stations as communications consultant for Kennedy-Johnson ticket (story page 76). Senator Kennedy, it's learned authoritatively, contacted James M. Cox Jr., president of Cox newspapers and broadcast operations, to request Mr. Reinsch's services for duration of campaign. Sixteen years earlier, President Franklin D. Roosevelt, running for his fourth term, asked James M. Cox Sr. for Mr. Reinsch's services as radio director for presidential campaign.

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

6 FOR 7. . . .857

pretty good batting average in anybody's league

36 1sts out of 42 daytime quarter hours

in April Nielsen

Monday thru Friday, 7:30 a.m.–6 p.m.

. . . and May ARB confirms WJBK-TV's leadership with 22% greater share of audience than Detroit's No. 2 station from sign-on to sign-off.

a **STORER** station

WJBK-TV DETROIT

CHANNEL 2 CBS

NATIONAL REPRESENTATIVES: THE KATZ AGENCY

WEEK IN BRIEF

MR. OMMERLE

It's time for tv's 'agonizing reappraisal' ■ The movies didn't kill vaudeville. It died of self-poisoning by inertia, smugness and self-indulgence. Similarly, radio didn't kill the movies, nor did tv kill radio. Harry G. Ommerle, senior vice president, Sullivan, Stauffer, Colwell & Bayles, New York, refuses to believe the popular cliches. But he does feel it's time for tv to carefully re-examine itself for signs of the same old symptoms. It's this week's MONDAY MEMO on page **18.**

How buyers rate the networks ■ Key agency executives evaluate ABC-TV, CBS-TV and NBC-TV according to their personal views and preferences in BROADCASTING survey of biggest network spenders. Page **27.**

Top network advertisers Jan.-May ■ Most product categories were up, but foods advertisers, the biggest buyers, show a very slight drop. Page **34.**

Script and cast tampering ■ Three tv playwrights leave censorship charges on Madison Avenue's stoop. Page **40.**

Tv commercials cleaner now ■ That's the word from code board's subcommittee on personal products advertising, though it sees work still to be done in bra-and-girdle and motion picture categories. Page **40.**

Performers gird for negotiations ■ Radio-tv performers work out wage and working conditions demands for upcoming network negotiations in AFTRA convention. Delegates vote to join with Screen Actors Guild in negotiating and administering contracts for tv commercials—whether live, taped or filmed—and for tv taped entertainment programs. Page **46.**

FCC and programming ■ A special commission meeting today will consider two separate rulemaking proposals dealing with federal jurisdiction over programming. Alternate course of action submitted following charges of censorship over first proposal. Page **58.**

FTC to take hiatus ■ As payola complaints near hundred mark, FTC plans a breather to let the industry catch up with the law. Page **60.**

Full steam ahead ■ FCC is up to full seven-member force as Charles King is sworn in. Page **62.**

Chicago: just like Los Angeles ■ Major networks move executives, reporters and tons of gear to the Midwest for a Republican repeat of the Democratic performance. Intensive coverage is again the bill of fare. Page **68.**

The post-'48 market ■ More Hollywood companies are planning to make post-'48 films available to tv. Page **72.**

Income up, profit down ■ That's the story at RCA. Profit decline laid to heavy investment in electronic data computing equipment. Page **74.**

DEPARTMENTS

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

BUY
ONE
GET
THREE
IN MICHIGAN

WILX-TV
LANSING
26th
TV market nationally*—
Lansing, Jackson, Battle Creek

WILX-TV
JACKSON
11th
in population**—
Lansing, Jackson, Battle Creek

WILX-TV
BATTLE CREEK
46.2%
outstate Michigan population**
Lansing, Jackson, Battle Creek

SERVING
MICHIGAN'S
GOLDEN
TRIANGLE

*Television Age
100 Top Markets
11/30/59

**SRDS Consumer
Market Data
1/1/59

WILX-TV
CHANNEL 10

LANSING
JACKSON
BATTLE CREEK

Associated with WILS-Lansing WPON-Pontiac

CONTACT VENARD, RINTOUL & McCONNELL

Baton Rouge, La. is the 4th market in the Gulf South! *
HOUGK

* Yes! That's right! Baton Rouge is the 4th largest market in the states of Louisiana, Texas and Mississippi . . . the area known as the Gulf South. Ranking just below Dallas-Ft. Worth, Houston and New Orleans, the Baton Rouge market served by television station WBRZ has a population of 1,561,000, with retail sales of $1,285,000,000—too big a market to be overlooked on any list. Call your Hollingbery man.

NBC ABC

WBRZ *Channel* **2**

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

TOP NAB POST

Won't rush to fill in spite of pressure

Despite pressures for faster action in choosing new president of NAB, selection committee won't be pushed to hasty decision.

That was word of Clair R. McCollough, Steinman stations, chairman of NAB Policy Committee, in speech last Friday to 63 broadcasters participating in NAB Harvard management seminar. Mr. McCollough said presidential selection committee, headed by C. Howard Lane, KOIN - AM - FM - TV Portland, Ore., still had "long" list of candidates under consideration. "I do not know when the work of the committee will be completed," Mr. McCollough said.

NAB presidency has been vacant since death of Harold E. Fellows last March.

Psychological Warfare ■ At final session of two-week Harvard seminar (see earlier story page 48), broadcasters in attendance adopted resolution asking NAB to study way for broadcasters to help supplement America's effort in psychological war with Russia which, seminar participants said, U.S. is losing.

Mr. McCollough and Charles H. Tower, NAB tv vice president, promised seminar they would start work on project at once.

Better conventions is role of politicos

Robert Sarnoff, NBC chairman, thinks it's up to political parties, not to television broadcasters, to cut "drab preliminaries" and unessential activities from political conventions. In letter to radio-tv editors, Mr. Sarnoff said television has done imaginative and meaningful job of convention coverage despite dull stretches of convention inactivity.

But dullness is fault of convention apparatus, he said. As broadcaster, Mr. Sarnoff has "healthy respect for prime evening time on three national television networks," and he said he found it hard to understand why parties frittered away peak hours on "drab preliminaries" and put off some of most important and exciting business "until only the hardiest viewers are awake."

Despite experience with television coverage of conventions in 1948, 1952 and 1956 "politicians have barely made the first step toward using the medium effectively," Mr. Sarnoff said.

His observations last week were in conflict with those he made few years ago. At that time he suggested networks might be in position to streamline convention coverage by rotating coverage among themselves and eliminating live pickups of unimportant activities.

MIAMI CH. 10

FCC tells court its new order is final

FCC told U.S. Court of Appeals Friday that its July 14 decision in Miami ch. 10 case—in which it revoked 1957 grant to National Airlines and disqualified all applicants except L.B. Wilson to which it made grant (BROADCASTING, July 18)—is final order and thus supersedes all pending appeals in court.

If its July 14 decision is appealed, commission said, then pending appeals should be held in abeyance until after court resolves most recent litigation. If July 14 order is not appealed, or if court after appeal upholds FCC, pending appeals become moot, commission said.

Commission two weeks ago revoked 1957 ch. 10 grant held by WPST-TV in Miami and gave channel to L.B. Wilson Inc. It said revocation order was effective Sept. 15. In assigning grant to L.B. Wilson, commission said it would give that applicant license of only four months' duration after construction. This is predicated on hopes of FCC commisisoners that other applicants would apply in competition with L.B. Wilson when short-term license runs out.

'Ex Parte' Issue ■ Miami ch. 10 case is in court because of WKAT Miami appeal against FCC grant in 1957 to National Airlines. In final order July 14 commission found National Airlines, WKAT and North Dade Television Inc. disqualified because of off-record conversations with FCC commissioners. Court had remanded case to FCC to look into allegations of *ex parte* representations, but retained jurisdiction.

Earlier in week FCC reported to same court action in Boston ch. 5 *ex parte* case which it held not to be final action. Commission vacated grant to *Boston Herald-Traveller* after finding off-record contacts had been made by newspaper (WHDH Inc.) and Massachusetts Bay Telecasters Inc., but not serious enough to disqualify them (see page 62). It continued WHDH-TV on air under temporary authority, and ordered further proceedings.

La. survey law

Radio and tv rating services which operate in state of Louisiana will be required to have their employes register with state, according to new law which has been signed by Gov. Jimmie Davis.

Law requires employes of rating firms to register with state if companies operate in Louisiana. Original bill included stringent registration fees, but this was deleted before final passage.

Wood appointed

No executive changes are spelled out for WGN Inc. (WGN-AM-TV Chicago) in appointment of J. Howard Wood as president-publisher of *Chicago Tribune* at board meeting of Tribune Co. Friday. He succeeds Chesser Campbell who died two weeks ago. Mr. Wood remains president of WGN Inc., with Ward L. Quaal continuing as vice president and general manager of Tribune broadcast properties. Mr. Wood's newspaper position will correspond to that of F.M. (Jack) Flynn, president-publisher of

AFTRA honors CBS official

Radio and tv performers Friday gave gold life membership card to network executive for his activities on behalf of union's pension and welfare fund.

George Heller Memorial Award was made by American Federation of Television-Radio Artists to I. S. (Zack) Becker, vice president in charge of business affairs, CBS Radio. Mr. Becker has been co-chairman of AFTRA's pension and welfare fund as industry representative for six years of its existence. He shares chairmanship with Donald F. Conaway, AFTRA executive secretary.

Mr. Becker is first industry figure to receive award, now in its fourth year. Award previously went to Henry Jaffe, AFTRA counsel; Frank Nelson, former AFTRA national president, and Bud Collyer, last year's national president.

AT DEADLINE CONTINUED

New York Daily News and president of Tribune Co.'s WPIX (TV) New York. Mr. Quaal earlier this year signed long-term contract with WGN Inc.

Nielsen in Japan

Nielsen Television Index service will be extended to Tokyo and Osaka in Japan. A.C. Nielsen Co., Chicago, said last Friday it has signed five-year contract with Nihon Television Corp., Tokyo. NTI service already is provided in United Kingdom and Canada as well as U.S. Service in Japan will be available to all stations, advertisers, agencies and others.

Signal Corps is host to FCC in Ariz. visit

Six of seven members of FCC may be a bit travel-weary when they hold special meeting today (Monday) on program inquiry (see page 58). Commissioners left Washington Thursday (July 21) for inspection of Army Signal Corps proving grounds at Fort Huachuca, Ariz., and were due to return to Washington Saturday night. FCC and Signal Corp studied mutual problems in frequency interference and commissioners inspected newly installed Electronic Environmental Test Facility, which measures interference caused by electronic equipment.

Trip to Arizona was made in World War II vintage airplane and took 10½ hours each way, plus 50-mile bus ride in Arizona desert. Making journey were Frederick W. Ford (chairman), Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, John S. Cross and Charles H. King.

■ Business briefly

Westinghouse buys ■ Westinghouse Electric Corp. has purchased new filmed tv series starring Nanette Fabray, ending long search by advertiser for program to fill its recently acquired Friday 8:30-9 p.m. period on NBC-TV that starts in early January. New series is owned by advertiser. Westinghouse's series on elections ends on CBS-TV in November, then advertiser resumes with new Fabray show on NBC-TV Jan. 6. McCann-Erickson, N.Y., is agency.

Mennen appoints ■ Mennen Co., Morristown, N.J., appoints Tatham-Laird, Chicago, to handle advertising for Speed stick deodorant, new Shasta shave lotion, Quinsana and Athlecin, plus four new products, effective Dec. 1. T-L joins Grey Adv. and Warwick & Legler on "equal status" basis, according to Charles Detinger, Mennen advertising manager.

Little Leaguers on tv ■ General Foods Corp. (Jello-O), White Plains, N.Y., will sponsor championship game of 13th annual Little League world series Aug. 27 on ABC-TV, first live telecast of event to be viewed nationwide. Jello-O's special will originate in Williamsport, Pa., and will be seen 2-4 p.m. EDT over 102 ABC-TV stations. Young & Rubicam is agency for advertising, and General Foods will handle publicity.

Best of beauty ■ Lestare Co. through Sackel-Jackson Co., Boston, and P. Lorillard Co. (Newport cigarettes) through Lennen & Newell, N.Y., will sponsor more than 12 hours of live tv coverage of International Beauty Congress at Long Beach, Calif., on special tv hookup in early August. KTTV (TV) Los Angeles will feed KOVR (TV) Stockton, Calif., and KTVU (TV) Oakland-San Francisco, with possibility of others to be added.

Avon's fall call ■ Avon Products Inc. (cosmetics), N.Y., active in seasonal tv spot use, resumes activity in 150 markets from end of August to early December. Varied schedules of daytime and early evening minutes and 20's are planned for full line of cosmetics. Agency: Monroe F. Dreher Inc., N.Y.

WEEK'S HEADLINERS

MR. TOPMILLER

MRS. HEINZE

MR. WELSTEAD

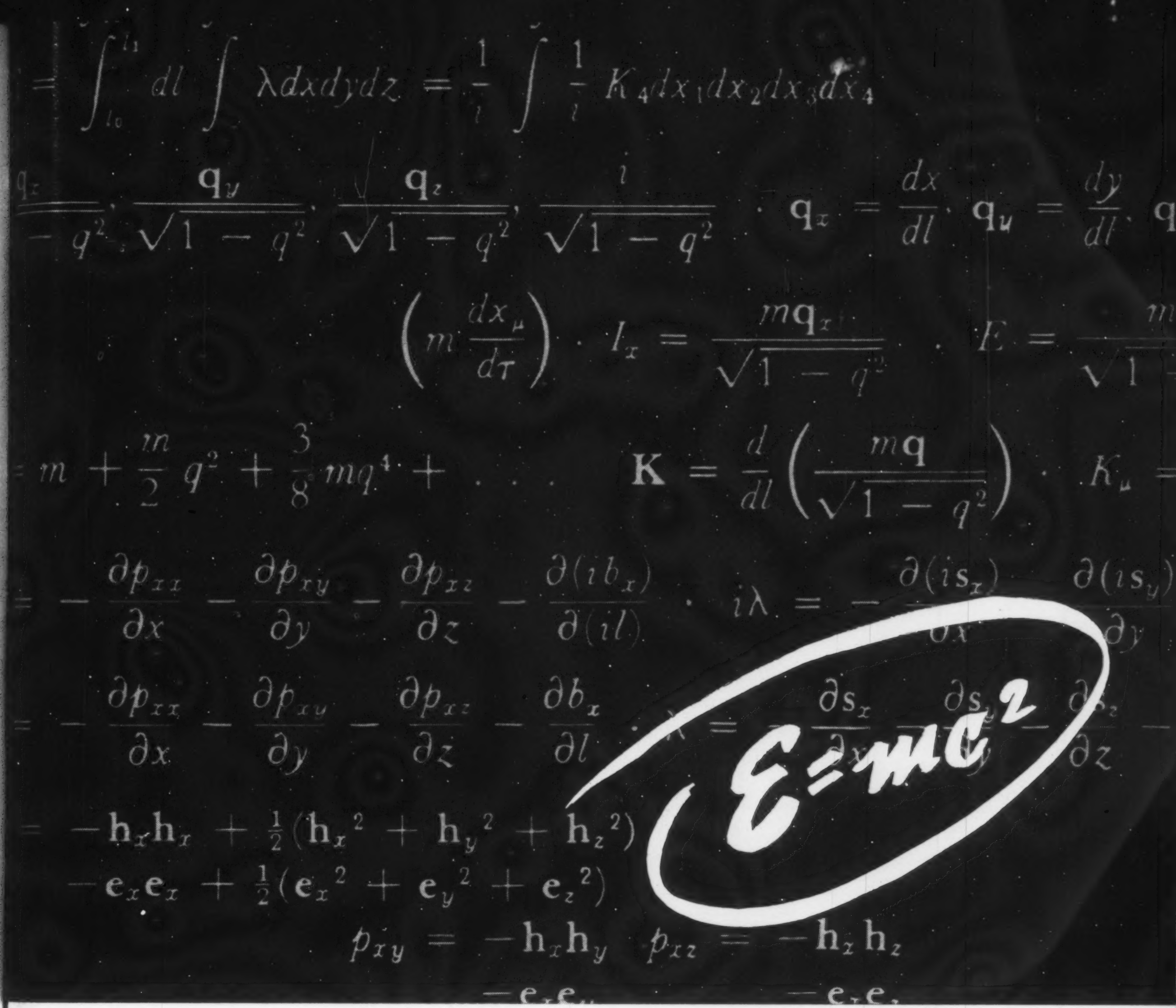
Charles H. Topmiller, president of L.B. Wilson Inc., which operates WCKY Cincinnati, and formerly general manager of that station, adds duties of general manager of ch. 10 Miami, Fla., which was granted recently to company by FCC (BROADCASTING, July 18) and is expected to become WLBW-TV. **Mrs. Jeanette Heinze,** formerly secretary-treasurer of corporation, relinquishes post of secretary and assumes that of vp and general manager of WCKY. **Mrs. Essie Rupp,** assistant secretary, named secretary. **Thomas A. Welstead,** vp in charge of eastern sales for WCKY, elected vp in charge of all sales operations for Miami and Cincinnati outlets.

Mr. Topmiller joined WCKY in 1930 as transmitter engineer and in 1933 was appointed chief engineer. He served with Office of War Information during World War II and was named station manager in 1947. He was promoted to executive vp in 1953 and to president upon death of L.B. Wilson in 1954. Mrs. Heinze started as switchboard operator at WCKY in 1931. After working in traffic department, she became private secretary to Mr. Wilson in 1935 and remained in this post until his death. She was elected secretary of corporation in 1949 and treasurer in 1954. Mr. Welstead holds law degree, has been radio time salesman with George P. Hollingbery, N.Y.; became New York sales representative for WCKY in 1948 and vp and eastern manager in 1954.

Richard P. Jones, vp and manager of media, J. Walter Thompson Co., N.Y., named director of media succeeding **Arthur A. Porter,** who will devote full time to account management. Post places Mr. Jones in direction of one of largest media departments in agency field. Mr. Jones worked for six years at Leo Burnett, Chicago, and prior to that for eight years with D'Arcy Adv., St. Louis. He joined JWT in 1955 as associate media director. He was elected vp and appointed manager in 1958.

Frank Brill, account executive in New York office of MCA Tv Film Syndication Div., appointed manager of New York office succeeding **Wynn Nathan,** who has resigned (BROADCASTING, July 18). Mr. Brill joined MCA Tv five years ago. Earlier he had been account executive with United Television Programs, New York.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



(Just a matter of Relativity)

- **WBTV-CHARLOTTE IS FIRST TV MARKET IN ENTIRE SOUTHEAST WITH 596,600 TV HOMES***
- **WBTV DELIVERS 43% MORE TELEVISION HOMES THAN CHARLOTTE STATION "B"****

**Television Magazine - May 1960*
***NCS #3*

JEFFERSON STANDARD BROADCASTING COMPANY

WBTV

CHANNEL 3 CHARLOTTE

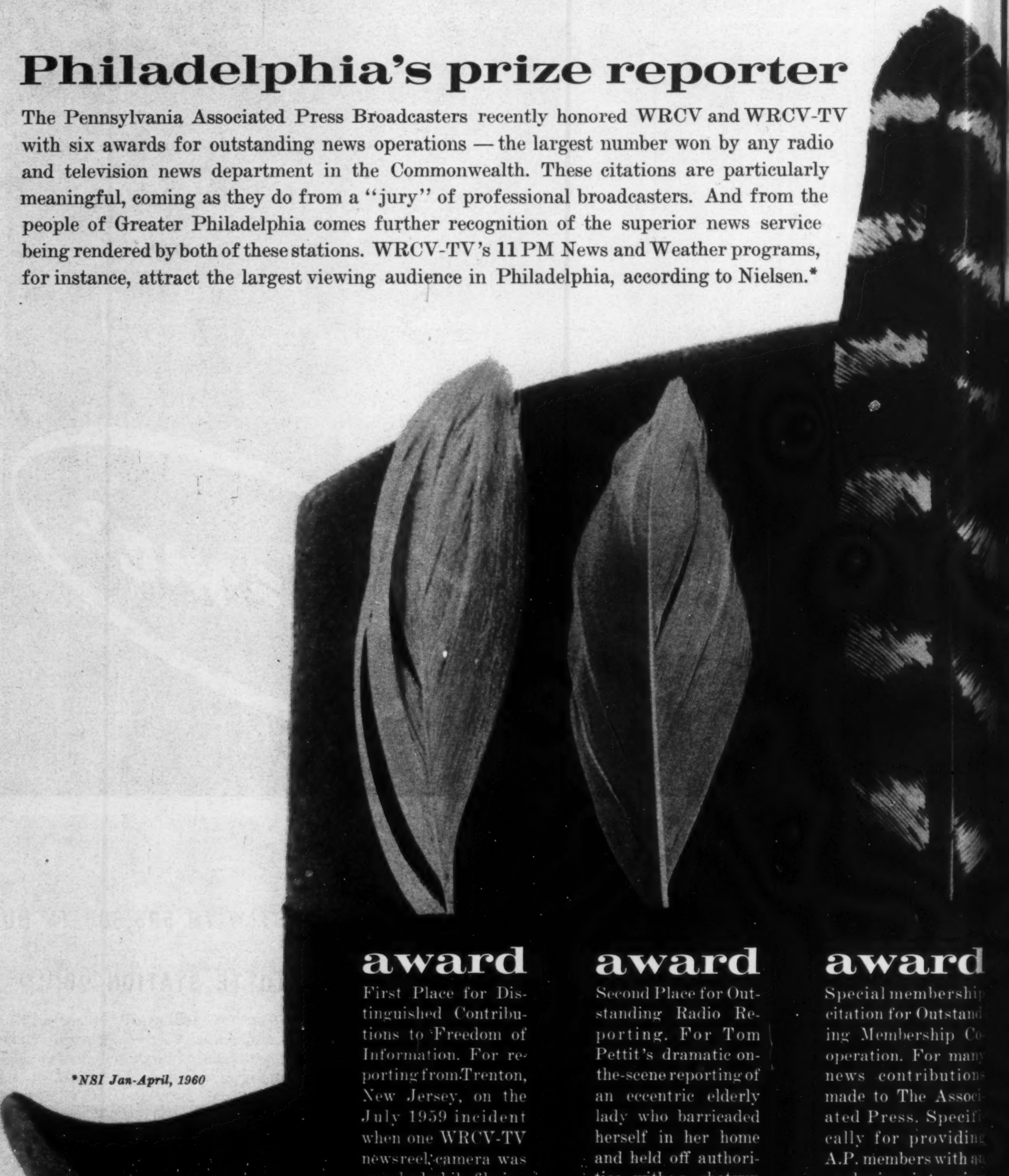
Represented nationally by CBS Television Spot Sales

LET'S COMPARE MARKETS!

WBTV — CHARLOTTE	596,600
ATLANTA	576,300
MIAMI	510,800
MEMPHIS	486,800
LOUISVILLE	459,400
BIRMINGHAM	429,400
NEW ORLEANS	384,800
NASHVILLE	346,000
NORFOLK-PORTSMOUTH	341,500
RICHMOND	273,900

Philadelphia's prize reporter

The Pennsylvania Associated Press Broadcasters recently honored WRCV and WRCV-TV with six awards for outstanding news operations — the largest number won by any radio and television news department in the Commonwealth. These citations are particularly meaningful, coming as they do from a "jury" of professional broadcasters. And from the people of Greater Philadelphia comes further recognition of the superior news service being rendered by both of these stations. WRCV-TV's 11 PM News and Weather programs, for instance, attract the largest viewing audience in Philadelphia, according to Nielsen.*



award

First Place for Distinguished Contributions to Freedom of Information. For reporting from Trenton, New Jersey, on the July 1959 incident when one WRCV-TV newsreel camera was smashed while filming a disturbance during the last steel strike.

award

Second Place for Outstanding Radio Reporting. For Tom Pettit's dramatic on-the-scene reporting of an eccentric elderly lady who barricaded herself in her home and held off authorities with a shotgun for several hours.

award

Special membership citation for Outstanding Membership Co-operation. For many news contributions made to The Associated Press. Specifically for providing A.P. members with an exclusive interview with the sole survivor of a commercial airline disaster near Williamsport, Penna.

*NSI Jan-April, 1960

WRCV & WRCV-TV

NBC Owned Stations in Philadelphia • Sold by NBC Spot Sales

award

First Place for Outstanding News Operation. For its "overall news operation," station WRCV-TV won the coveted first place award. This is the highest award given by the Pennsylvania Associated Press Broadcasters.

award

Second Place for Outstanding Reporting. For the WRCV-TV overall coverage of the long steel strike. Of the 35 individual film stories made during the strike, 15 were "fed" to major NBC network news shows. This operation gave WRCV-TV more local originations than any network affiliate.

award

First Place for Outstanding Coverage of a Special Event. For the special programming WRCV Radio broadcast during the Congressional hearing conducted in Philadelphia by Congresswoman K. Granahan.

SOUND OF THE SIXTIES

MUSIC

all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

NEWS

More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

that are well-known and welcome in every home . . . selected to suit the program . . . and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

WOC

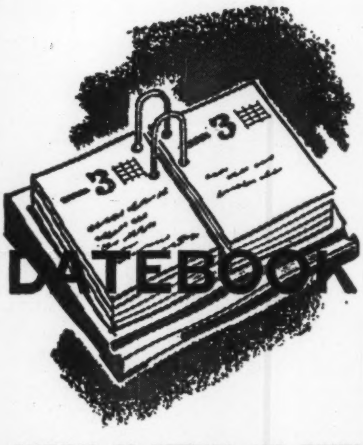
PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT
BETTENDORF } IOWA
ROCK ISLAND
MOLINE
EAST MOLINE } ILL.

RADIO AM | FM

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC



DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JULY

July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

July 29—Deadline for comments to **FCC** on technical standards for fm stereo.

AUGUST

Aug. 1-12—International Television-Radio Workshop, Interchurch Center, 475 Riverside Dr., New York. Sponsored by Broadcasting and Film Commission and United Church Women of the National Council of Churches; the Protestant Council of N.Y.; New York State Council of Churches; New Jersey Council of Churches, and World Commission for Christian Broadcasting.

***Aug. 3-5—Annual Defense Communications Seminar,** including meeting of National Industry Advisory Committee, Gettysburg College, Gettysburg, Pa.

Aug. 7-9—Georgia Assn. of Broadcasters annual meeting and election of officers. Jekyll Island, Ga. Those attending should make reservations at the Wanderer Motel.

Aug. 12-13—Arkansas Broadcasters Assn., fall meeting. Hotel Marion, Little Rock.

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, Mineral Wells.

Aug. 21-23—South Carolina Broadcasters Assn. summer meeting. Holiday Inn Motel, Myrtle Beach.

Aug. 22-26—National Catholic Communications Seminar, Manhattan College, New York. Held under the auspices of the National Catholic Welfare Conference.

Aug. 23-26—Western Electronic Show & Convention, Memorial Sports Arena, Los Angeles.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hill Lodge, Wagoner.

***Aug. 29—NAB Radio Code Review Board,** NAB headquarters, Washington, D.C.

Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER

Sept. 1—Comments due on **FCC** proposal to add additional vhf channels to several principal markets through reduced mileage separations. Also under consideration are new engineering curves for use in plotting assignments. This is continuance of June 20 deadline. Reply comments now due Sept. 16. (Dockets 13340 and 13374.)

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.

Sept. 12-15—Premium Advertising Assn. of America. Hotel Astor, New York.

Sept. 12-13—Radio Advertising Bureau course (in eight cities) on better radio station management. Starved Rock Lodge, Utica, N.Y.

Sept. 15-16—Public Utilities Advertising Assn. Region 5 meeting. Tampa Terrace Hotel, Tampa, Fla.

Sept. 15-16—Radio Advertising Bureau course (in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.

***Sept. 16-18—UPI Minnesota Broadcasters** fall meeting. Sawbill Lodge, Tofte, Minn.

Sept. 18-20—Louisiana Assn. of Broadcasters convention. Sheraton-Charles Hotel, New Orleans.

Sept. 19-20—Radio Advertising Bureau course (in eight cities) on better radio station management. Pocono Manor Inn, Pocono Manor, Pa.

Sept. 19-21—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

Sept. 22—AP Michigan Broadcasters meeting. St. Clair Inn, St. Clair, Mich.

Sept. 22-24—Advertising Federation of America Tenth District convention. Little Rock, Ark.

Sept. 22-24—Michigan Assn. of Broadcasters fall convention. St. Clair Inn, St. Clair, Mich.

Sept. 23-24—Institute of Radio Engineers, Professional Group on Broadcasting sponsors 10th annual broadcasting symposium. Willard Hotel, Washington, D.C.

Sept. 26-27—Radio Advertising Bureau course (in eight cities) on better radio station management. Williamsburg Inn, Williamsburg, Va.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

Sept. 28-29—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, N.Y.

Sept. 29-30—Radio Advertising Bureau course (in eight cities) on better radio station management. Diplomat Hotel, Hollywood, Fla.

OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-4—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.

Oct. 3-5—Institute of Radio Engineers sixth national communication symposium, Hotel Utica and Utica Memorial Auditorum, Utica, N.Y.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4-5—Advertising Research Foundation annual conference. Hotel Commodore, N.Y.

***Oct. 5—FCC's** inquiry into tv network program selection practices will be resumed in the U.S. Post Office & Court House, 312 N. Spring St., Los Angeles. This phase of the proceeding will deal with film tie-ins.

Oct. 5-8—Radio Television News Directors Assn. annual International Convention, The Queen Elizabeth, Montreal, Quebec, Canada.

Oct. 6-7—Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

Oct. 10-11—Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

***Oct. 11—Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y. Technical papers have been requested—titles and abstracts should be submitted to Dr. Harry F. Olsen, RCA Labs, Princeton, N.J., by June 22.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 16-18—National Educational Television & Radio Center annual meeting of managers of affiliated stations. Rickey's, Palo Alto, Calif.

Oct. 18-21—National Assn. of Educational Broad-

FIRST
IN HOOPER & PULSE*

TWICE THE POWER
OF ANY STATION IN THE MARKET

LOWEST COST
PER THOUSAND

TAMPA-ST. PETERSBURG **WALT**

*Most Recent Pulse and Hooper

Represented nationally by **GILL-PERNA** • New York, Chicago, Los Angeles, San Francisco, Boston, Detroit

CONSOLIDATED SUN RAY STATIONS **WALT**, Tampa . . . **WPEN**, Philadelphia . . . **WSAI**, Cincinnati

casters annual convention. Jack Tar Hotel, San Francisco.

Oct. 25-26—Engineering section, **Central Canada Broadcasters Assn.,** King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

Nov. 13-16—Assn. of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

Nov. 14-16 Broadcasters' Promotion Assn. annual convention. Sheraton Charles Hotel, New Orleans. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Among topics on agenda: color tv, budgets, merchandising, FCC and other probes, audience surveys and the role of video tape, graphic arts and news in promotion.

Nov. 16-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

Nov. 26—Utah-Idaho Associated Press Broadcasters Assn. convention. Twin Falls, Idaho.

JANUARY 1961

Jan. 13-14—Oklahoma Broadcasters' Assn. Biltmore Hotel, Oklahoma City .

AWRT Conferences

Sept. 16-18—American Women in Radio & Television board of directors meeting. Statler-Hilton Hotel, Washington, D.C.

Sept. 23-25—AWRT southwest area conference. Skirvin Hotel, Oklahoma City.

Sept. 30-Oct. 2—AWRT southern area Music City, USA conference, Andrew Jackson Hotel, Nashville, Tenn.

Sept. 30-Oct. 2—AWRT New England conference. Springfield, Mass.

Oct. 7-8—AWRT Heart of America conference. Chase Hotel, St. Louis.

Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions

Oct. 13-14—American Association of Advertising Agencies, central region annual meeting. Ambassador West Hotel, Chicago.

Oct. 16-19—AAAA, western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—AAAA, eastern region annual conference. Biltmore Hotel, New York.

Nov. 30—AAAA, east central region annual meeting. Statler Hilton Hotel, Detroit.

BOOKS

- *"1960 Development Advertising Reports," Edited by W.H. Long, 5347 N. Santa Monica Blvd., Milwaukee, Wis., 76 pp; $15.*

This loose-leaf manual covers in detail the advertising budgets of the 50 states for industrial development and tourism, the personnel who administer these budgets and the allocation by media and source. The different sections of the nation are keyed by different shades of paper. Advertising agencies employed by the states are listed and specific publications or stations as well. A small amount of the total budgets of the states goes into broadcast media. The report serves as a handy reference work for those interested in the commerce promotion of the 50 states.

Looking for Drug Store Sales?

WWTV AREA DRUGGISTS OUTSELL THOSE OF 8 COMPLETE STATES!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

Your market for drug-store sales in the WWTV Area—Cadillac and Northern Lower Michigan—is greater than that in any one of eight entire U.S. states*!

And remember too, you need *only* WWTV to reach *all* of Northern Lower Michigan . . . and most of its drug product consumers. WWTV has NCS No. 3 circulation—daytime and nighttime—in 36 Northern Lower Michigan counties. To approach this coverage with other media, you'd need 13 daily newspapers or 16 radio stations!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having! *If you want it all, give us a call!*

**WWTV Area drug sales ($30.6 million) exceed those in Idaho, New Hampshire, Delaware, North Dakota, Montana, Nevada, Alaska and Hawaii.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

AM-TV-FM

WWTV

316,000 WATTS ● CHANNEL 13 ● 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

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Send to home address — —

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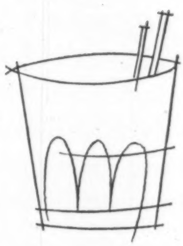


Absinthe Frappé

...Old New Orleans Favorite

Lafitte's
Blacksmith
Shop
Bar

As served at Lafitte's Blacksmith Shop

WWL-TV... new New Orleans Favorite

Easy to make:

Fill 10-oz. tumbler with finely crushed ice. Pour in a dash of simple syrup, a dash of anisette and 1½ jiggers of any absinthe substitute, such as Herbsaint. Drip water over ice until tumbler is filled.

Voilà—frappé! If you prefer it served as a cocktail, remove ice.

Romper Room, WWL-TV's standout morning show, delivers the audience at the lowest cost-per-thousand of any kid show in the New Orleans market—even lower than afternoon kid shows.

It makes sound sales sense to catch the kids in the morning before mom goes to shop—not in the late afternoon, when she has already completed her day's shopping. ARB (April, 1960) shows Romper Room leading all competition with a 9 rating.

Represented nationally by Katz

WWL-TV CBS

NEW ORLEANS

MONDAY MEMO

from **HARRY G. OMMERLE,** *senior vice president, Sullivan, Stauffer, Colwell & Bayles, New York*

It's time for tv's 'agonizing reappraisal'

A character I know and love had the following thoughts about television while on the jet to Hollywood. His thoughts may be slightly exaggerated—but, to my way of thinking, only slightly.

"The movies killed vaudeville!"

"Radio killed the movies!"

"Television killed radio!" (and the movies again).

How many times have you heard these historical pronouncements from assorted pundits in show business or on its fringe? Often enough, I'd guess, since they are generally accepted as the facts of life.

Well, I'd like to stand up and be counted. I don't believe a word of these cliches.

The movies did *not* kill vaudeville. Vaudeville simply committed suicide. It died the slow way, the hard way, simply by absorbing its own poisons of inertia, smugness and self-indulgence. From the stars on down, the process was the same. Put together an act, rehearse it in the smaller towns, get it down pat and then—the big time. Tour the same big cities over and over, play that act before the same audiences again and again. But change it? Get some new material the customers haven't seen before? Take those chances? Never!

Slow Death ■ The result was inevitable. Slowly, but relentlessly, public apathy grew and grew. And, when a new form of entertainment—the movies—came along, they naturally flocked to it. But vaudeville had already virtually become a corpse. The movies were simply a last-minute adversary administering the *coup de grace* to an inert form.

Radio vs. the movies?

The plot's the same. Only the protagonists and the gimmicks change. Again it was a case of death by self-poisoning.

Make fewer pictures, but better pictures?

"Nonsense!" said the producers. "We've got the formula that pays off. Let's stick with it, boys, and keep pouring them out of the same old mold."

"Story values? Never heard of 'em! If one star won't do the business, give them two stars, three stars, even six stars. Load the picture so they can't stay away. We can afford it, can't we?"

You know what happened.

Diagnosis: Not homicide, but suicide by the same old poisons.

Tv vs. Radio ■ The case of television vs. radio?

Here, too, the defendant is, at worst, guilty only of being an accessory after the fact. The same evil poisons were present, if only an autopsy could have been taken. The coroner would have found an added starter—a lethal little bug called the transcription (and, subsequently, tape).

"Do my show live? Have to be in the same studio at the same time, week after week? Are you kidding? I can record it when I want to—here in Hollywood or in New York—and not louse up my picture assignments, my personal appearances, or even my fishing plans. No problem. And I can do two or three in advance and take it easy for a while. Audience reaction? That's a cinch. We've got it on records—little chuckles, slow builds and boff laughs—we've got them all."

Harry Ommerle left N.W. Ayer & Son, Philadelphia, in 1935 (where he had been vp in charge of radio) to become producer with CBS. Later he held posts with William Morris Agency in New York and with Ruthrauff & Ryan, also in New York, and in 1948 operated his own talent agency and package-producing office. He rejoined CBS as program director in 1950 and was elected vp in 1955. He was made senior vp and member of plans board of SSC&B in New York July 1, 1959.

"Oh, and one more important thing. We can do away with fluffs. If I goof or my guest comic lays an egg with a joke or two, or my singer—God forbid—hits a clinker, we just take them out and do that part of the tape over. As I said before—'No Problems!' "

True enough. All too true. But with the advent of this convenience, this "make-sureness," the life and breath went out of radio. The sense of immediacy disappeared. The listening audience lost the thrill of eavesdropping on something exciting, something funny, something interesting that was happening then and now.

And, losing these things, it lost, to a large degree, its interest.

Finding: Death by suffocation due to virus—tape virus.

Tv's Future ■ What's happening to television today? Only a few short years ago, television was an infant. Now it is an economic giant. But it was a lusty, vital, fighting infant that demanded your attention and your affection. It fell on its face a few times, to be sure. But you had to admire it for daring to run and trying to climb high and fast when it really should have been content to take things easy, to crawl before it walked.

And television was live!

What you saw on your home screen was happening at that moment and you vicariously were an active part of it. Hell, you were a *participant!* And, it made no difference if the submarine on *Studio One* wasn't quite as real as the one in the U-boat movie you saw last week. There were many things pictures could do better. Chases, for example, on horseback or in cars. And so on. But somehow television was more fun. You got more "kick" out of it.

Today, more than 80% of television product is on tape or film.

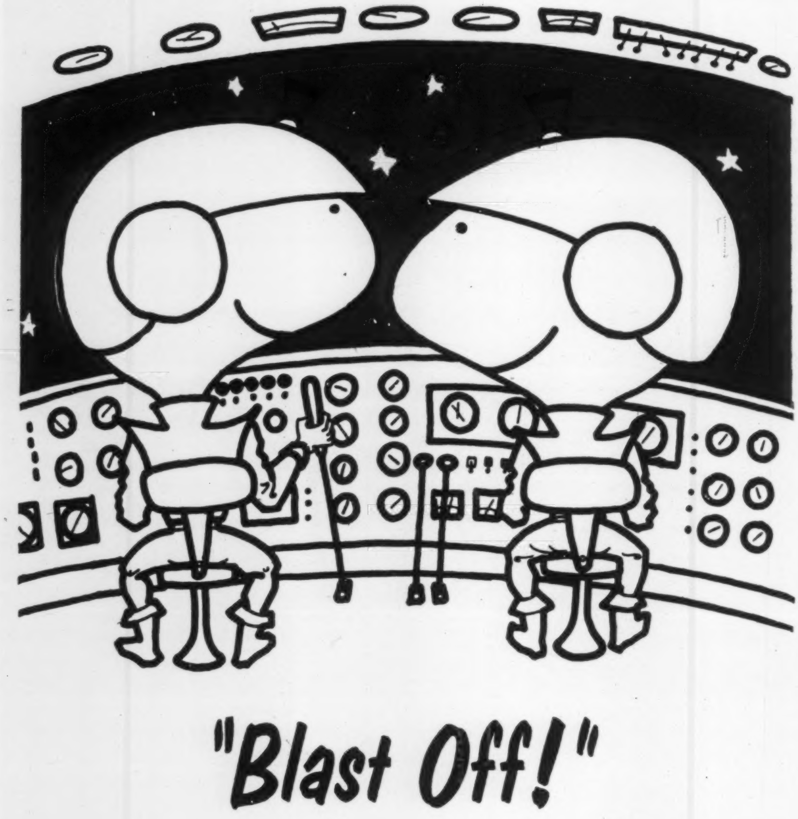
Is it to be another case of suicide? This time by the same poisons plus that antibiotic-proof germ—economics?

I hate to say it, but unless we take a good hard look at just what's happening, unless we in the industry have the courage to make what has been described as an "agonizing reappraisal," it may well be that, "Here we go again."

P.S. From now on, I'm taking the train.

HOW DOES A NAIL SOUND? It sounds like a board that's been nailed to a board that's been nailed to a board...again and again, until a house is built. Another house...ad infinitum. This is the house that Maryland and a lot of jack are building. These are the homes of millions of old and *new* Marylanders. The people who are working at, living in and investing in "Housing" in this part of the country. The people you can reach—the people who are interested in your message about "anything for the home". These are the millions who are spending millions to re-build a city...a city of tradition into a city of the future. These are progressive, far-thinking people who want to learn...who want to know...who want to buy. These are the millions who listen to WBAL-RADIO every day...the people who will hear any message you have for them and will pay attention to it. WBAL-RADIO, your progressive Maryland station with the sound of the sixties, the new era of elegance they have come to know so well. **WBAL-RADIO, BALTIMORE**

Broadcasting in the Maryland tradition / Associated with WBAL FM-TV / Nationally represented by Daren F. McGavren Co., Inc.



"Something's wrong, Splash."

"Check the instruments, Dr. Sparkov."

"Everything seems okay."

"Are the "DRUMMERS"* intact?"

"Yes."

"Good. I feel safer with the "DRUMMERS"* aboard. These all-new, recorded production aids, themes and sales starters will win friends, influence sponsors and tame bug-eyed monsters."

"Right. You can't tell who you'll meet in outer space."

"Yes, "DRUMMERS"* are attention-getters wherever they're heard."

"Shall we try to blast off again, Splash?"

"Wait, Dr. Sparkov. Let me check the ship out."

"Well, find anything?"

"All right, who's got the key to the launching pad?"

A SAMPLE "DRUMMERS"* AUDITION DISC WILL BE SENT UPON REQUEST WHEN YOU — WRITE, WIRE OR PHONE:

*Trademarks

SESAC RECORDINGS

THE COLISEUM TOWER · 10 COLUMBUS CIRCLE · NEW YORK 19, N. Y.

OPEN MIKE®

Hard sell or humor?

EDITOR: Many points Mr. Barasch covers in his MONDAY MEMO rebuttal on tv commercial humor are good sense [Kenneth S. Barasch wrote "Hard sell, not humor, should win tv awards," page 22, July 4, in reply to Mr. Diamant's "How well does humor sell on tv?," page 22, June 27]. But the basic problem is something more than a matter of taste.

The solely "fast, fast, fast" approach he seems to be recommending may sow a tv viewer whirlwind. Mr. Barasch believes strongly in the hard hard sell, pays obeisance twice to the "real-life situations and diagrams" of the Dristan, Rolaids and Anacin commercials and ends by stating "the trend is away from humor in advertising."

It is to violently disagree—and mention such past and present humorous super-salesmen of the hard smart sell as Luckies' marching cigarettes, Ajax' pixies, Muriel's sexy cigar, Bardahl's private eye, Alka-Seltzer's Speedy, Jello's busy housewife, Piel's Bert & Harry, Seven-Up's woodpecker, Maypo's kids, Maxwell House's percolator, and many more.

No one argues that the only proper yardstick for all advertising efforts is sales figures. But why must every poor soul who wins an art directors' award always be ready to defend himself against the inference that he really cares nothing about selling the product?—*Lincoln Diamant, Vice President in Charge of Tv-Radio, Daniel & Charles Inc., New York.*

Telethons for charity

EDITOR: We have read with interest the article in the July 4 issue, page 65, "Is a charity telethon worth it?" Based on rather wide experience, our answer to the question posed is an unqualified "yes." That the telethon for the March of Dimes in Washington, D.C., was financially unsuccessful can be attributed solely to lack of sound planning, not the least of which was the belief that the running time of the show could be a great deal less than normal without having any significant effect on the final to-

BROADCASTING

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THE QUALITY TOUCH

The birth of a skyscraper... a vision soon to become reality. Here in the hands of one who possesses a *quality touch* every minute detail must be perfect before the first steel is formed – the first spade of earth turned. The same important attention to details, no matter how small, is also what provides that quality atmosphere in today's better television and radio station operations.

WFAA

TELEVISION abc
RADIO abc/nbc • DALLAS

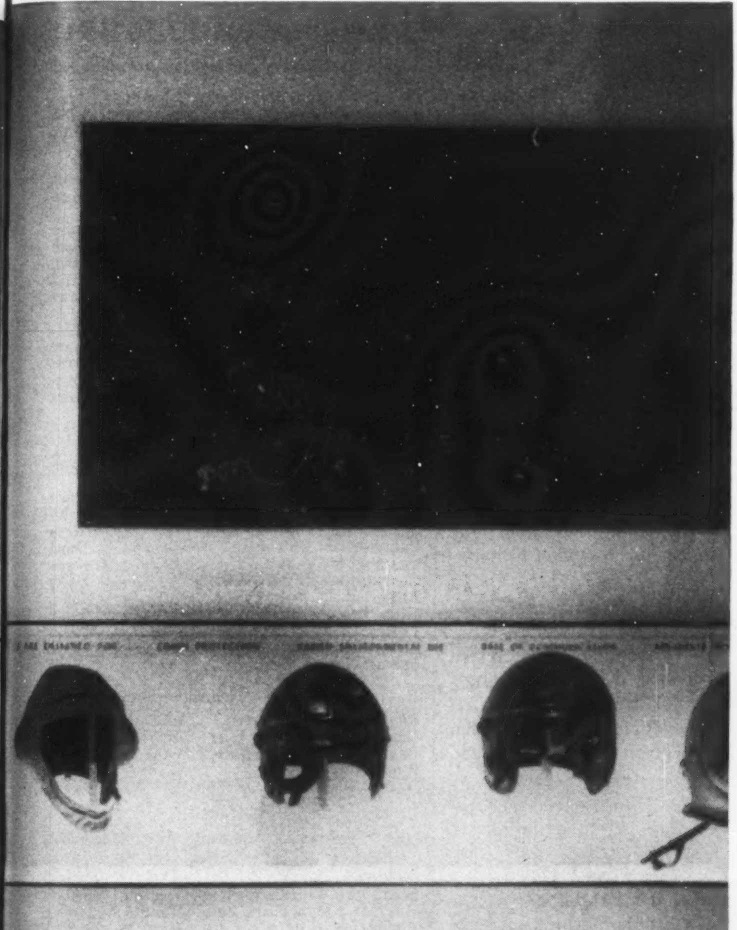
Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by
Edward Petry & Co., Inc
The Original Station Representative

In Chicago

... the **Museum of Science and Industry** is the most versatile museum of its kind in the world. Its exhibits range from Space Age Technology—to an actual operating Coal Mine—to the only German Submarine ever captured in wartime, the U505!



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QUALITY
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WGN IS CHICAGO

Quality • Integrity • Responsibility

BRAND-NEW:
Out of the thousands of
SATURDAY EVENING POST
stories read and loved by millions
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brings to television first run,
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"BEST OF THE POST"

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INDEPENDENT TELEVISION CORPORATION

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tal of pledges phoned in.

Statistics prove unequivocally that the application of a formula involving minimum fees, maximum air time and pre-publicity invariably means excellent results for the charity involved and amazing good will for the station.

To this I would add, of course, The National Foundation's responsibility to see that the formula is applied, something we failed to do in this instance.

Condemnation of telethons because of one failure out of the many successful ones the broadcasting industry has so generously directed for the March of Dimes is, I believe, not only completely unsound but quite unfair to station executives. Just last January, for example, Cleveland raised $125,000 with a 16% expense ratio; St. Louis, $75,000 on 22%; Madison, Wis., $13,000 on 12.8%; Sacramento, $65,000 on 26%; and last September Flint, Mich., raised $79,000 on 20.8%.

Telethons can be a great vehicle if both the station and the charity exercise prudence. The March of Dimes pledges it will exercise such prudence.—*George P Voss, Vice President for Public Relations, The National Foundation, New York.*

Louisville: $1.1 million

EDITOR: Was tremendously interested in your account of the telethon catastrophe on WTTG (TV) Washington. It is this sort of stupid experience that justifiably has given telethons a bad name.

We have done them for the last eight years and there is another side to it. The first two were for cerebral palsy. This cause we abandoned because we felt that a mass medium should not be dedicated to a problem which, at best, represents marginal medicine when it comes to children.

At the same time we recognized that tv did have a tremendous capacity for raising money and so we established our own "WHAS Crusade for Children." We persuaded the ministers on our *Moral Side of the News* panel to assume the burden of allocating the funds and in the succeeding six years we have raised almost $1.1 million.—*Victor A. Sholis, Vice President and Director, WHAS-AM-TV Louisville, Ky.*

Evolution in star contracts

EDITOR: May I commend you on "An evolution in star contracts," a most informative and thought provoking article (page 27, July 4). Although hindsight is most always 20-20, it is difficult to understand how network executives can justify the economics of the long-term star contracts.—*Joseph A. Brandt, Attorney, New York.*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING ■ TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate

Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

Broadcasting ■ Telecasting*
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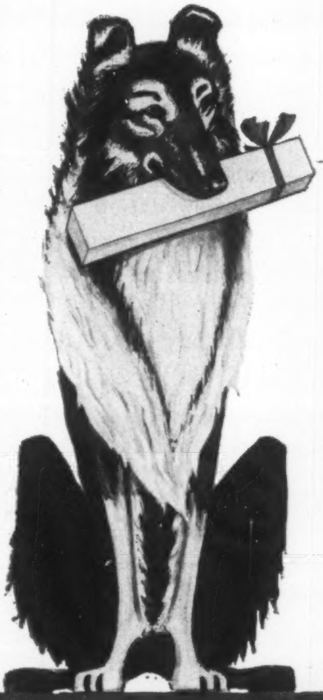

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Lee Gaynor—OXford 7-0306
Represented Nationally: Avery-Knodel, Inc.

In Television too, a station is known by the companies it keeps! Here at WBOY-TV our sponsor list reads like the "Who's Who" in local and national advertisers. Yes, Iron City Beer, Lever Brothers, Ford Dealers, Gulf Oil, Carlings Beer, Domino Sugar, Carnation Milk, Hope Natural Gas, Procter and Gamble and U.S. Rubber are just a few of the firms who buy BOY to tell and sell 150,000 TV families in the heart of Central West Virginia—families with almost ONE BILLION DOLLARS TO SPEND.

Member The FRIENDLY Group FRIENDLY GROUP **John J. Laux, Managing Director**

WSTV-TV

CHANNEL 9

The lowest cost television bridge to the Upper Ohio Valley's Five Billion Dollar retail market. The best of CBS and ABC. Plus Shopper Topper Merchandising.

John J. Laux, Exec. V-P. — AT 2-62[illegible]

Represented by Avery-Knodel, Inc.

STEUBENVILLE-WHEELING

KODE-TV

CHANNEL 12

20% taller and 29% more powerful. Tells and sells 152,000 TV homes who spend 750 million annually. The best of CBS and ABC. Plus Shopper Topper Merchandising.

D. T. Knight, General Manager — MA 3-7260

Represented by Avery-Knodel, Inc.

JOPLIN, MISSOURI

WRGP-TV

CHANNEL 3

More to see on Channel 3 with NBC. Dominates the key corners of Tennessee, Georgia and Alabama where over a million people spend 800 million dollars.

Harry Burke, General Manager — OX 8-1505

Represented by H-R

CHATTANOOGA, TENNESSEE

WRDW-TV

CHANNEL 12

Newest member of the FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS and ABC Networks.

Robert E. Metcalfe, Managing Dir.—TA 4-5432

Represented by Avery-Knodel, Inc.

AUGUSTA, GEORGIA

WBOY-TV

CHANNEL 12

A captive audience of 150,000 TV homes wi a spendable consumer income of almost On Billion Dollars. The best of NBC and CB Plus Shopper Topper Merchandising.

Roger Garrett, General Manager—MAin 4-757

Represented by Avery-Knodel, Inc.

CLARKSBURG, WEST VIRGINIA

NOW...

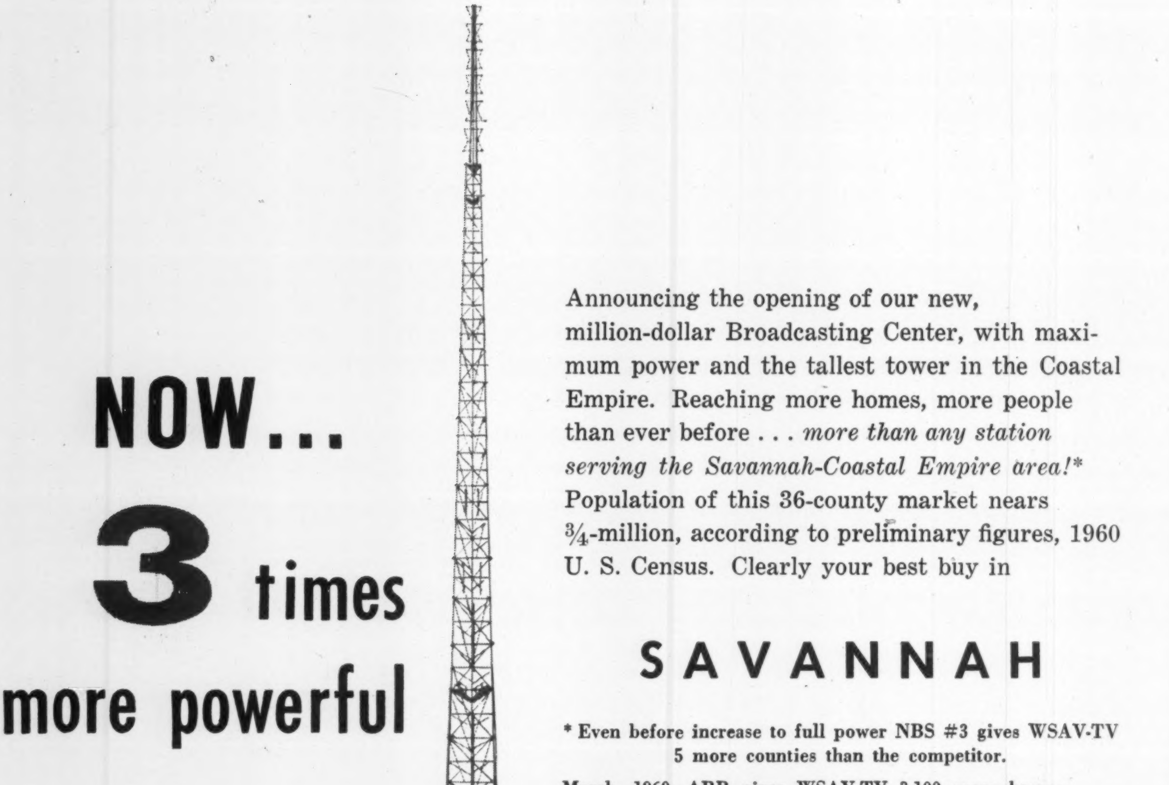
3 times more powerful

Announcing the opening of our new, million-dollar Broadcasting Center, with maximum power and the tallest tower in the Coastal Empire. Reaching more homes, more people than ever before . . . *more than any station serving the Savannah-Coastal Empire area!** Population of this 36-county market nears ¾-million, according to preliminary figures, 1960 U. S. Census. Clearly your best buy in

SAVANNAH

*** Even before increase to full power NBS #3 gives WSAV-TV 5 more counties than the competitor.**

March, 1960, ARB gives WSAV-TV 3,100 more homes than the competitor.



WSAV-TV ch. 3

Clearly . . . Savannah's Preferred Channel Station
Represented nationally by Blair Television Associates

Also new home of **WSAV** ***Radio*** **630** Savannah's Most Powerful Voice
Represented by robert e. eastman & co., inc.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

July 25, 1960
Vol. 59 No. 4

HOW AGENCIES RATE THE NETWORKS

Tv's major buyers candidly appraise the long & short suits of each

The biggest buyers in network television have their own personal opinions of the networks with which they do business—but you could never tell what their attitudes are from what they buy.

Their quest for the program-period-price combination that is best for their clients often cuts violently across their private evaluations of the networks—and the network officials—with whom they spend (or don't spend) millions of dollars a year.

The chasm that frequently exists between what they feel and what they buy was pointed up last week in a BROADCASTING survey of agency executives who control two-thirds of all network television billings. The survey, granting anonymity in order to be assured of candid answers, brought replies from top television officials in virtually all of the top 25 television agencies. The agencies represented in the survey accounted for $529 million, or 67%, of network tv billings in 1959.

The findings showed, with inevitable deviations, a fairly uniform "image" for each of the three networks on questions of quality, integrity, initiative and audience appeal.

If buyers invested their money according to program "quality," management reliability and integrity, they would buy CBS.

If mass appeal and low cost-per-thousand were the criterion, they would go for ABC.

If they were looking for originality, flexibility and initiative in a network they would buy NBC.

But in buying by any one of these sets of standards they would have to disregard other elements which, at least in their own minds, keep any one of the three networks from being ideal to do business with.

CBS-TV, for instance, is rated a low second to ABC-TV in cost-per-thousand values, is sometimes considered stuffy and with some agency executives seems to be losing some of the respect and esteem which, nevertheless, still put it high in that category.

There is a feeling that NBC juggles its brass too much—that an air of instability comes from frequent realignments of top executives—and that its ratings and cost-per-thousand are dragging.

ABC is accused of being hard to pin down on a deal—"you'd better have a lawyer along," to paraphrase one executive—and of having trouble delivering as many markets and as much audience as it promises.

None of the networks escaped strong indictments from a number of agency executives—for lack of creativity, especially, and for their increasing control over programming. Not many agencymen failed to criticize on both scores, and some linked the two charges in a cause-and-effect relationship.

There was divided opinion as to which network is easiest to deal with—as well as on the unrelated question of which is easiest to make a deal with—and there was some feeling that both individually and as a group they're becoming harder to get along with. "High-handed" was the adjective sometimes used to describe this attitude, which sometimes was ascribed to developments stemming out of the quiz scandals and to the near-sold-out status of prime network time.

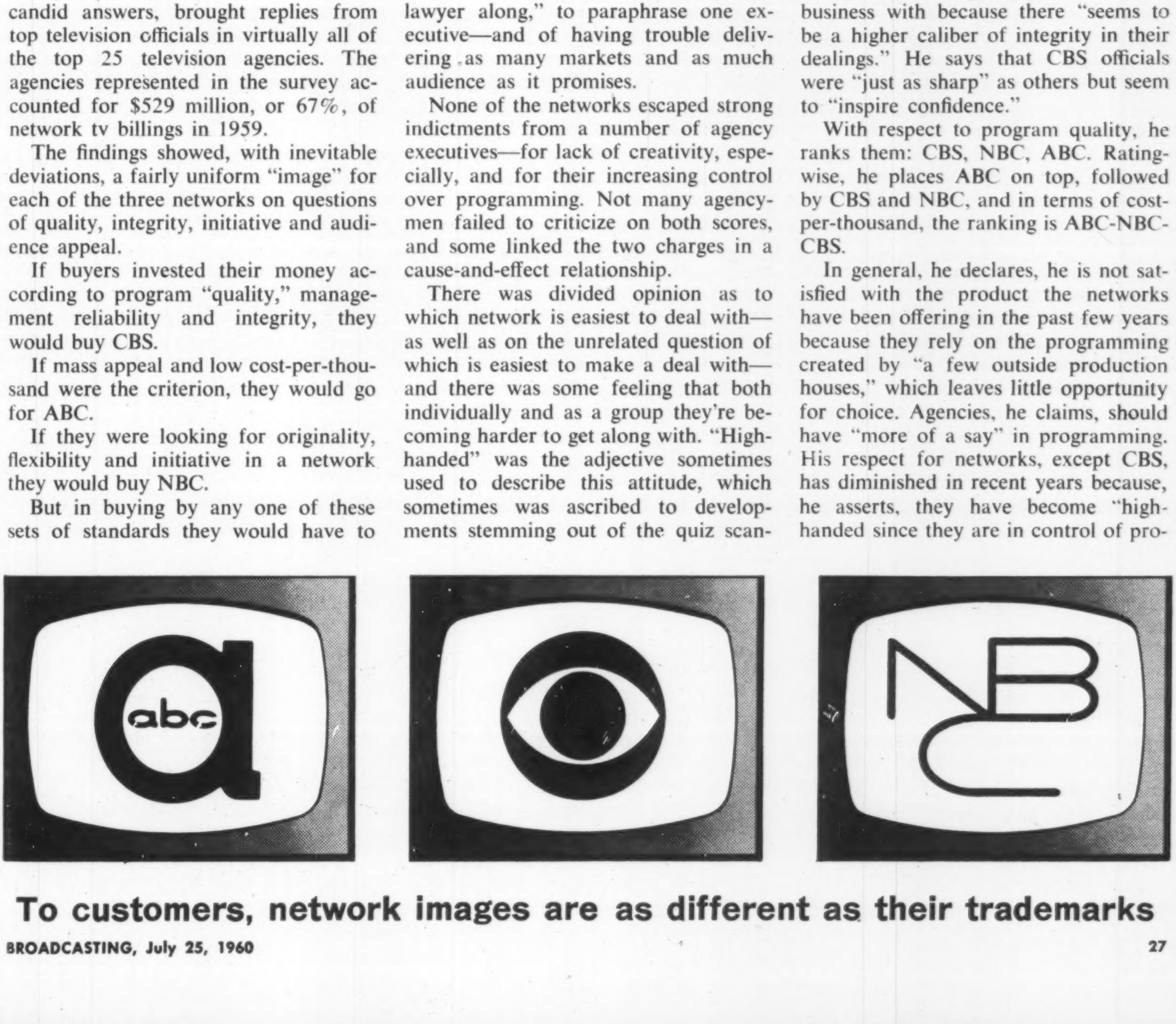
On one point there was almost unanimous agreement: that the fact that it's on one network does not give a commercial greater "acceptability" among viewers than it would have on either of the other networks. There was less, but still substantial, agreement that there are fewer off-card deals now than there used to be, and that when they occur they're more apt to involve reductions in program costs than in time charges.

Here is an extensive sampling of the opinions expressed in the survey:

Agency Man No. 1 ■ A vice president and radio-tv director points to CBS as the network his agency preferred to do business with because there "seems to be a higher caliber of integrity in their dealings." He says that CBS officials were "just as sharp" as others but seem to "inspire confidence."

With respect to program quality, he ranks them: CBS, NBC, ABC. Ratingwise, he places ABC on top, followed by CBS and NBC, and in terms of cost-per-thousand, the ranking is ABC-NBC-CBS.

In general, he declares, he is not satisfied with the product the networks have been offering in the past few years because they rely on the programming created by "a few outside production houses," which leaves little opportunity for choice. Agencies, he claims, should have "more of a say" in programming. His respect for networks, except CBS, has diminished in recent years because, he asserts, they have become "high-handed since they are in control of pro-



To customers, network images are as different as their trademarks

How agencies rate tv networks CONTINUED

gramming." Networks, he says, have become less creative because "there is little need to be creative."

In terms of programming and sales management, he ranks CBS at the top, though he respects ABC's "aggressive salesmanship." He takes a dim view, however, of some of ABC's gambits, claiming that network often promised more than it could deliver in terms of audience and markets. He commented:

"Even when dealing with Ollie Treyz (ABC-TV president) it's a good idea to have a lawyer present." Their salesman may "promise you one thing; a top-level executive something else, and Treyz still something else."

He characterizes NBC as having "an amorphous quality." Its programming and sales executives change so often, he notes, that this tends to create uncertainty in negotiating with NBC.

He says there is "a stiffening" of the rate card, but observes that in past years ABC was not loath to make a deal. He says, however, that certain bargains still can be made today—it might mean fewer markets or that a radio campaign would be thrown in, but the rate card usually is upheld.

Agency Man No. 2 ▪ Another vice president and radio-tv director declines to express a preference for the network he "liked to do business with," insisting he finds them all "acceptable." In terms of quality programming, he tabs CBS number one, followed by NBC and ABC in that order. For ratings and cost-per-thousand, he lists them this way: ABC, NBC, CBS. This agency places most of its business with CBS.

He is dissatisfied with much of the programming the networks offer, pointing out the agency has "too little say, because we don't have much choice on programs or time slots." The programming control assumed by the networks, he adds, has made for a little less creativity—"they're using a 'copy-cat' formula." His respect for the networks, he says, has not changed materially, though he says they have become "more dictatorial" as an outgrowth of the quiz scandals. He says that even though his particular agency wanted to renew a certain show in a certain time slot, the network decided to throw it out and offered him another program which the agency found unacceptable.

Though this executive feels that CBS has "the edge" in terms of sales and programming personnel, he prefers to negotiate with ABC. He observes: "At ABC, we can deal directly with Ollie Treyz and work out a suitable arrangement. This does not mean that we are not negotiating an up-and-up deal."

He says he has no evidence that "illegal deals" are worked out at any of the networks, though negotiation for a time-and-production package can be rugged. His agency places most of its business on CBS, whose "overall image is the best," and ABC, which "delivers a mass audience."

Agency Man No. 3 ▪ At another agency the vice president and media director calls CBS "the overall No. 1 network." He explains: "It seems to me that CBS is the most professional of the three. It is more candid than the others and is most willing to keep all parties in a deal—our sales people, our programming people, our media people—apprised of what is going on. CBS seems to make our job more pleasant. The other two often are shocking in their amateurism." This agency spends more money at CBS.

He characterizes program quality of the networks this way: "CBS is at the top; NBC is the most experimental; ABC hits the lowest common denominator but delivers an audience." He contends there is a three-way battle for ratings. Of cost-per-thousand, he says: "CBS is still the best overall because it delivers audiences most often where you want them; ABC is the most efficient; NBC can offer good programs and good time slots. One word of caution about ABC—it promises a lot but sometimes cannot deliver these promises."

His respect for ABC has increased, he says. He points out that ABC has programmed much "junk" and a substantial part of its schedule is "still junk," but nevertheless ABC today "is a serious contender, and no one can dispute that." On the whole, his respect for networks generally has diminished because of diminishing creativity on their part. But he is adamant on one point that disputes many of his agency counterparts: the ad agency does not belong in the programming business.

In terms of personnel, this executive places CBS on top, followed by NBC and ABC. He also says that at ABC one has to be careful to make the deal with the top man—Mr. Treyz—or "you can't be sure of a firm deal." Though rate cards are firm, he says, an agency can bargain in the areas of program costs and discount structures. Another way to bargain cited by this executive: "We bought one-half of a network show. Nobody else wanted to buy the other half. The network came to us and made an attractive offer to buy the other half too. Though we had some feeling we were stuck with a 'dog' since nobody else wanted it, we bought it because the price was right."

Agency Man No. 4 ▪ Another agency radio-tv director picks NBC as the network he prefers to do business with because NBC is the "most flexible, imaginative of all—not cut and dried." He ranks NBC, too, as the spearhead of "program quality," followed by CBS and ABC. This agency places a larger percentage of its business on NBC.

He is satisfied with the product offered by the networks, but acknowledges that the problem is most complex. The volume of production offered by networks is large and unless there is a change in concept, whereby the networks would be responsible for half of the present output, he envisions no program improvement. He adds: I don't know whether a change, from an advertising point of view, is advisable."

He ventured that he does not have the same respect for CBS that he had in the past. That network's actions during the quiz controversy, resulting in tighter controls by the network, helped shape his new attitude toward CBS. He also singled out "the way CBS fired Lou Cowan" (ex-president of CBS-TV).

This official rates ABC the "most difficult" to pin down when negotiating for a program. He claims that two executives at ABC, for example, would have different versions of a deal that is being negotiated. In the final analysis, he says, an agency man might have to "go to Ollie Treyz."

Agency Man No. 5 ▪ A media vice president, who said his agency places its largest share of business with ABC, and NBC second, prefers to do business with CBS because, he feels, CBS personnel seem to have an edge in competency and cooperation. For program quality he ranks CBS first and NBC second, but his rankings in terms of both ratings and cost per thousand put ABC on top and CBS second.

For certain products appealing to the mass audience this executive is satisfied with the networks' program offerings, but he adds that there are not enough programs that are of high enough quality or low enough cost to be submitted to the "corporate image" type of purchaser. His respect, or liking, for the networks has changed in recent years: Only one of the three, ABC, is now harder to do business with—the other two are easier, he says.

He believes the networks are less creative at present, but that this is not entirely the networks' fault, because creative ventures (*Wide Wide World* for one) in the past have been mainly sustainers at high cost to the networks.

No one network has an edge in terms of management, he says. He finds that the networks generally stick to their rate cards, no one network "deals" more than the others. He gets equal "right treatment" from the networks. He thinks ABC offers more of a "sellers market" attitude, but that this varies with each season and with the top network adopting the attiude.

Agency Man No. 6 ■ ABC's new competitive strength and the all-network issue of program control are exerting a strong influence on the shopping and thinking of a vice president-television director of an agency with an interest in a dozen shows.

The network image changes each year and always comes down to what-have-you-done-for-me lately, in this agency man's view. He adds that ABC wins the popularity stakes this summer, although that network and NBC get about equal shares of his client's money, with CBS trailing, a pattern that at one time was the reverse.

ABC is the least complicated of the three. You deal with two people, Ollie Treyz or Tom Moore [programming vp], for management decisions, bypassing the boards and elaborate organizational "folderol" of the others, he explains.

But this time last year, this network buyer would have named CBS as his favorite to do business with, citing efficiency and knowledge of client problems. He still puts CBS first in program quality and ratings, NBC No. 2 in programs, and ABC No. 2 in ratings.

Although the ABC plan of selling nighttime minutes has been criticized (the others are copying it, he adds), there's no diminution of commercial effectiveness so far as he can see.

There is an adequate selection of programs generally available, this buyer feels, although he finds networks generally are harder to deal with now than in the past because of changing supply and demand. What particularly worries him is program control, which he says simply means financial participation in a great many instances. He thinks it's foolish to exclude the advertiser and short-sighted to push the customers around.

In what he calls the last remaining area of network creativity, public affairs and live specials, he thinks CBS has the best record. He says ABC heretofore has demonstrated least of what columnists call "responsibility," but is beginning to develop in this area.

On the management side, CBS has been best over a period of years, he says, But you can't deny the effectivness of the two-man ABC set-up, he adds, although he doesn't know how long Messrs. Treyz and Moore can continue to spread themselves that thin.

"Dealing" on ratecards has disappeared, in his view. There are deals now, but they are mostly on programs costs, for example CBS' *Aquanauts*, ABC's *Hong Kong* and NBC's *Dan Raven*.

Agency Man No. 7 ■ A network invariably loses face with an agency when it changes too many of its executives' faces. That's one important criterion used by a top radio-tv agency official in naming the network with which he prefers to do business. He prefers CBS-TV, though it happens his agency bills most with NBC-TV and then second with CBS-TV. He ranks CBS-TV on top because of a strong image (though he admits there have been some sudden changes on its executive level).

NBC-TV is known to him as the network that periodically undergoes upheaval, and ABC-TV as the one that often has trouble clearing stations.

CBS-TV he also picks for program quality and ratings but points out that NBC-TV would get a better shake in the ratings picture if specials were counted on the nighttime scoreboard. He has no preference as to type of product provided by the networks though he deplores the trend to film—"there's no reason to have a network when it supplies only film programs; the idea of a network is to originate live programs for stations." CBS-TV, he adds, probably "does more about this than the other two networks," though much of what it's doing is "longhair."

The ease, or conversely the difficulty,

A longer pause for station identification?

A determined drive was reported last week to be building up among affiliates of all three tv networks in an effort to get nighttime station breaks expanded from 30 seconds to 40.

What luck they might have was still a moot question.

The bid for 40-second breaks—to increase stations' national spot and local business potential by accommodating two 20's or a 10-and-30 combination — already has been taken to ABC-TV and NBC-TV by their respective affiliates boards, and ABC-TV has said it would provide one 40-second break each night, beginning in the fall (BROADCASTING, June 27). At NBC, which agreed to consider the 40-second proposal, there were indications that three or four might be allowed each week (CLOSED CIRCUIT, June 27).

CBS-TV authorities say they have not felt any real pressure from affiliates on this score—that perhaps 10 or 15 have recommended such a lengthening from time to time over the past three months.

Among stations, however, reports were widespread that the drive was gaining momentum and would be pressed at all three networks—including ABC-TV, where the push apparently would be for more than the seven 40-second spots per week already planned. Some advocates insisted that all nighttime breaks should eventually be 40 seconds in length.

Reps Have Stake ■ The campaign is known to have the support of a number of leading station representatives, although they indicated that they had abandoned any active role on the ground that the drive was now being pushed through the respective affiliates boards.

Stations and their reps argue that the 10-second expansion of current breaks would not diminish the effectiveness of commercials—after all, they point out, the number of commercials need not be increased—and in fact should increase commercial effectiveness through the added selling time available for one of the messages.

They also point out that networks themselves have increased the number of tv commercials through the introduction and expansion of participation or spot-carrier selling within network programs. The extra 10 seconds needed to make a 40-second break, they insist, could be provided by shortening network promotional material on each side by five seconds. Some—but not all—advocates say 40-second breaks are the only alternative to rate increases.

Networks generally resist the 40-second idea on the ground that commercial effectiveness *would* be diluted by either more or longer commercials, and network advertisers as a group take the same position. There also is a less openly mentioned fear that the extra time would not always be used for just two local spots but would tempt stations to indulge in more triple-spotting.

How agencies rate tv networks CONTINUED

an agency has in dealing with a network now, compared to former years, depends mostly on personal contacts—"it's important whether or not one has a mutual respect."

The networks are less creative now than in the past, he feels, but "there now appears to be a great need expressed for creativity from the networks. I detect a 'comeback drive.'" The networks, he feels, now are coming out of a "buy film" period.

Agency Man No. 8 ▪ A tv department head who also is a programming expert says ABC-TV ranks first in programs with the most popular appeal while the other networks are tops in the dramatic or special fields.

The ABC-TV "image", however, he finds to be in flux. Where once it was "entertainment, *per se*," the image is changing in that the network has been "awakening in the public service area heretofore dominated by an NBC or CBS." In short, he says, ABC is creating "a more overall network image."

As to which network has the edge: "It's anybody's ball game" and "no one network is easy to work with." (This agency bills most at ABC, second at CBS.) The most marked effect in networking today, he finds to be the entry of film studios giving agencies "large inventories from which to pick." As a network customer, "we find the agency is no longer only a buyer but also the catalyst which must help develop a new tv idea." The networks, he notes, are purchasing more and acting more as suppliers rather than developing programs themselves. But, he cautions, there's an apparent "network resurgence" coming about and the networks are "now going back into the program business."

This executive finds "deals are always being made "but one network is no more guilty than another, though the size or strength of the network could make a difference "in what can be worked out."

Agency Man No. 9 ▪ An account man at another top agency says: "I'd rather do business with CBS-TV because the network is more realistic—that is, it will deliver—in terms of pricing and in values." In program quality, he ranks CBS-TV first, NBC-TV second and ABC-TV third. In terms of ratings, he makes it CBS-TV, ABC-TV and then NBC-TV.

He feels his commercials get more acceptability when they are on CBS-TV only because of the higher caliber station the network has on the average—"you obtain greater commercial acceptability through stations, not networks."

As an account man, he finds a general satisfaction with what product the networks offer though he is explicit in noting a lack in recent years in pioneering new programming vehicles and an absence of new program forms.

He says it's easier for the agency to do business with the networks now compared to years past, basically for two reasons: (1) the fading of must-buy lists of stations in favor of dollar-volume requirements and (2) the relinquishment by the networks of the 52-week, firm order. Networks, he finds, are by and large less creative today than in past years (he defies the naming of a single show that's unique "actively promoted on the networks in the last three years.")

In terms of the people running the network, he votes for CBS-TV, and as for which network will deal more he nominates NBC-TV. This agency has heavy billing on all three networks but particularly on CBS-TV and NBC-TV. Which network has more of a "sellers' market" attitude? CBS-TV, followed by ABC-TV with NBC-TV the network most actively operating in a climate of a buyers' market."

Agency Man No. 10 ▪ One media director likes all networks the same—the situation changes as rapidly as their personnel, he says. If a network happens to be rich, it's hard to do business with. If hungry, it's easier. He judges CBS first on program quality and says the ratings race is close between CBS and ABC, although CBS is on top at the moment. ABC wins on cost-per-thousand because of lower rates, but he thinks this situation is evening out.

Creatively, he feels, the networks have been stirred up a little by government pressure. They're putting more time, effort and money into what will make them look better in Washington and more advertisers want to sponsor these shows.

Agency Man No. 11 ▪ A senior, seasoned broadcast veteran quickly assembled his rankings of the networks and then raked all of them over the coals.

This agency man selects ABC-TV as "the easiest to do business with" and more inclined to "listen to your point of view, maybe because it is younger."

Ranked in terms of ratings in the coming season: (1) CBS, (2) ABC and (3) NBC. This will be true in the relative shares of audience, he thinks, with NBC-TV obtaining the best balance of programming (including public service). In this area he predicts NBC-TV would take over the leadership which CBS-TV has maintained for the past five years—the Democratic convention coverage, he felt, already has dramatized this new trend. In cost-per-thousand ABC is lowest, then CBS-TV and NBC-TV.

The tv executive's blast at the networks came in answer to questions of whether he is satisfied with the type of network product he is able to buy and whether he might suggest changes.

He's not satisfied with the product and hurls two distinct charges:

(1) The networks, he complains, have failed to achieve a balance in entertainment programming. They've had neither judgment nor perhaps courage to "inject elements of participation, of live drama and of variety" in programs.

(2) In scheduling programs they are influenced by the network ownership of those shows, he charges.

He goes on to picture a more difficult climate for agencies in doing business with networks "only because of their ownership and interests in more properties, of a strong editorial judgment favoring the owned property."

The networks, he contends, are at their "nadir in creativity in the past 10 years," claiming nearly every network to be "staffed with editors but not one chief or key executive officer who could be positioned or identified with program creation or development."

He ranks the people who run the in-

Detroit agencies plan Aug. 1 merger

Two Detroit ad agencies will merge effective Aug. 1. Brooke, Smith, French & Dorrance and Ross Roy Inc., both headquartered in the Motor City, will become Ross Roy-BSF&D Inc.

A joint announcement by the two agencies predicted an annual billing of about $25 million for the new firm.

Brooke, Smith, French & Dorrance has had a reported billing of $9 million for the last two years in all medium. Ross Roy, which formerly handled a major share of Chrysler Corp. advertising, had 1959 billings reported at $14.4.

President of the new company will be Walter C. Ayers, now president of BSF&D. Ross Roy will serve as chairman of the merger group.

WHO-TV
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EVERLASTINGLY AT IT!

Serve or sink! Things are just that simple in *any* competitive television market. At WHO-TV we stay everlastingly at the job of *serving.*

There are more than 270,000 television homes in the area served by WHO-TV (see chart below). WHO-TV spares no *effort* or *money* to bring this big audience the very finest programming and talent. Our studios are equipped with the finest production and transmission equipment available. Our film library* is stocked to the "teeth" with award-winning properties.

And WHO-TV has a steadily *growing* audience. For example, NSI shows WHO-TV's "Early Show" (4 p.m.-6:05 p.m.) delivered 12,680 more viewers per quarter hour in February, 1960 than in November, 1959.

Ask PGW for the details on WHO-TV and the growing Central Iowa television market.

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**MGM Package ★ WARNER BROTHERS "Vanguard" ★ "Showcase Package" ★ NTA "Dream," "Champagne," "Lion" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ PARAMOUNT LIBRARY and others.*

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PROGRAMMING
TALENT
EQUIPMENT

	Population†	Net Income ($000)	Retail Sales ($000)	Food ($000)	Automotive ($000)	Drugs ($000)
WHO-TV COVERAGE AREA	1,227,400	$2,094,294	$1,540,375	$325,412	$269,757	$43,823
IOWA	2,747,300	4,696,007	3,464,099	717,261	596,958	99,774
WHO-TV PERCENT OF TOTAL	44%	44%	45%	45%	47%	43%

†Source: SRDS

WHO-TV is part of
Central Broadcasting Company,
which also owns and operates
WHO Radio, Des Moines
WOC-TV, Davenport

WHO-TV
Channel 13 • Des Moines
NBC Affiliate
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

WHAT TV SPECIALS DID FOR SINCLAIR

NBC-TV has a new persuasion tool to sell the special slots next season. It is a "Special Report" documenting effectiveness of one special on two audiences, the viewer at large and the dealer.

"Special Report" is on *Music From Shubert Alley* and the job the show did for Sinclair Friday, Nov. 13, 1959, 10-11 p.m. Significant gains are shown for Sinclair in attitudes of viewers over those held by non-viewers. Dealer attitudes about Sinclair's use of television were found enthusiastic. The study was conducted by R.H. Bruskin Assoc. and released last week by Thomas E. Coffin, director of research for NBC-TV.

Viewer Education ▪ More specifically, these are some of the findings of the consumer phase.

Brand awareness: 41% of viewers spontaneously mentioned the sponsor's brand when asked about the product category, gasolines, whereas only 27% of non-viewers named Sinclair as a brand of gasoline, giving the sponsor a 52% gain.

Slogan and trademark association: Association of the sponsor's trademark was 88% higher among viewers. Similarly, viewers correctly identifying two slogans chalked up 88% and 375% pluralities over non-viewers.

Brand rating: 73% more viewers than non-viewers placed Sinclair in the group of best gasolines.

Favorable opinion: 30% of viewers said they had recently seen or heard something that made them feel more favorable toward the sponsor and his products, against 11% of non-viewers.

Company image: Five questions covered this, and on the average, 29% more viewers than non-viewers had a favorable image of the company.

Dealer Phase ▪ These are study highlights, demonstrating influence of the tv special on Sinclair dealers.

Attitude toward media: 8 of every 10 dealers selected tv as the most effective national medium for selling their products.

Awareness of effective advertising: Of dealers who saw the show, 86% reported they had recently been exposed to effective advertising for their company, while only 22% of the non-viewing dealers said this.

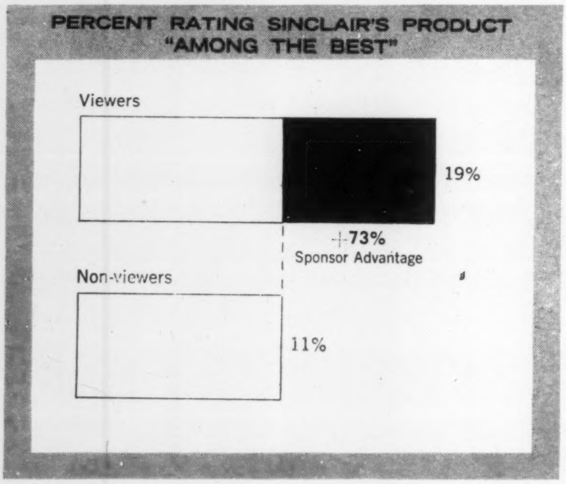
Effect on consumers: 88% of the viewing dealers said *Music From Shubert Alley* made people feel more favorable to Sinclair and the same percentage thought it made people more interested in buying the product.

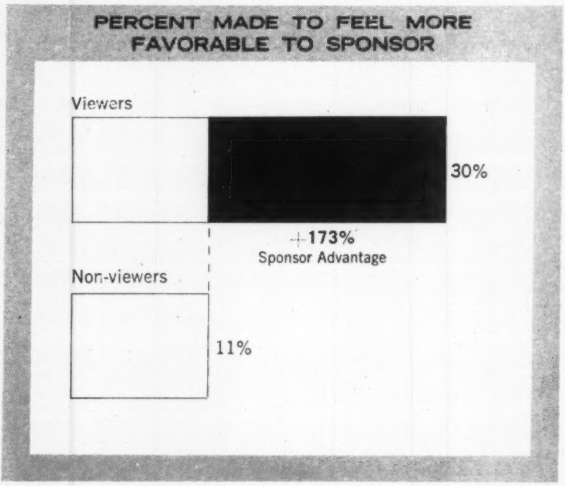
Special requests: More than 9 of 10 dealers wanted Sinclair to put on more specials.

The consumer sample was made up of 1,010 telephone interviews with men and women in 23 cities in the Central and Mountain Time Zones, so located because of the late clock-time of the show, 10-11 p.m. EST. Interviews took place right after show sign-off. The 1,010 broke down into 187 viewers, or 18.5% and 823 non-viewers, 81.5%.

A total of 208 Sinclair dealers were questioned by telephone the morning after the show, with 132 or 63.5% reporting they saw it.

The interviews are summarized and graphed in NBC's 24-page "Special Report."


PERCENT RATING SINCLAIR'S PRODUCT "AMONG THE BEST"


PERCENT MADE TO FEEL MORE FAVORABLE TO SPONSOR

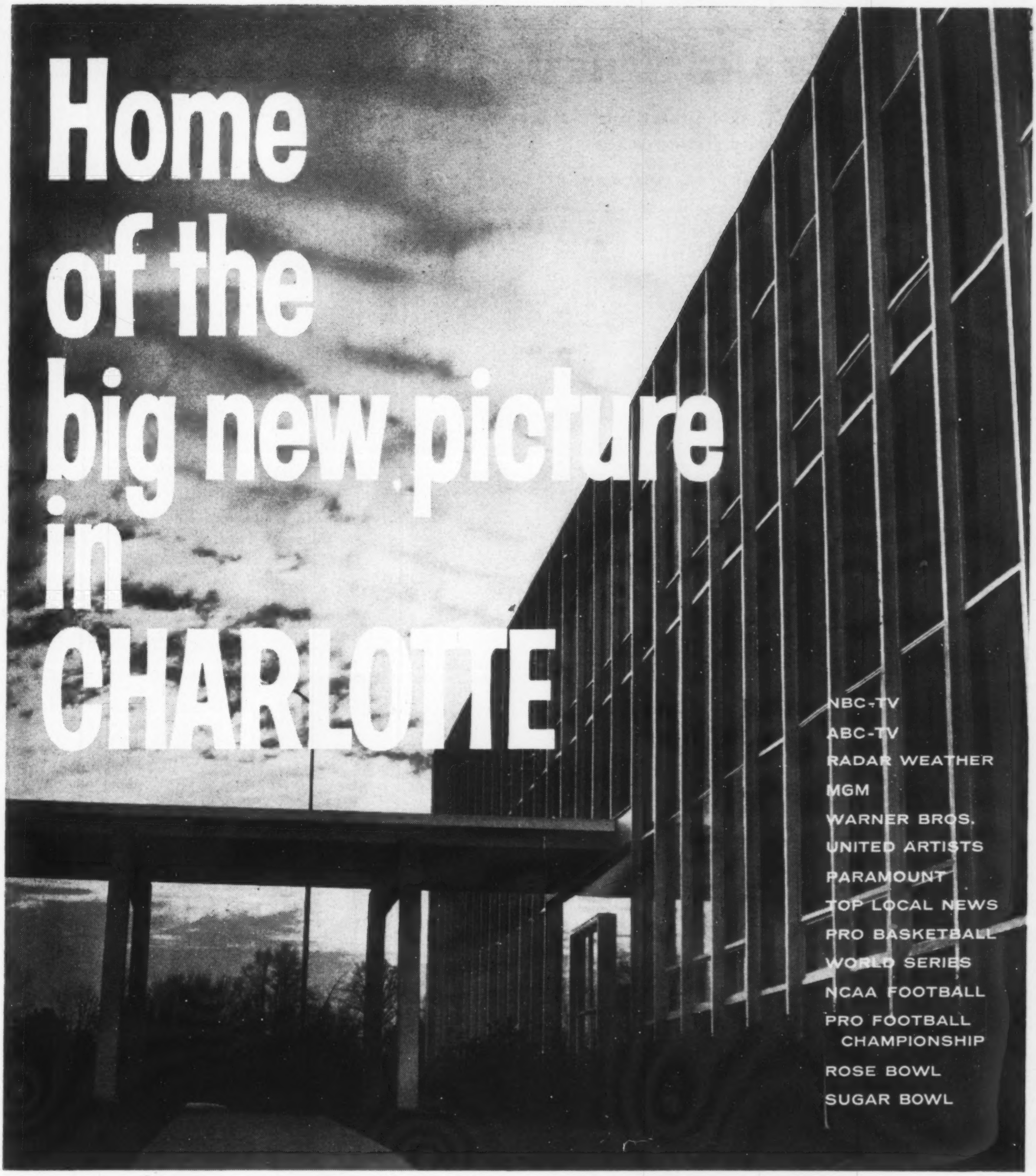
dividual networks in this order: ABC-TV first, followed by CBS-TV and NBC-TV "based on the record and projection of what's coming up." Leonard Goldenson (president of American Broadcasting-Paramount Theatres, parent of ABC-TV), is nominated by this agency official as the network executive on the management level who has done an "outstanding job of the past five years."

Deals are being made, he contends. As he explains it: "Up to June 1 all three networks stuck to the rate card but since then each is equally guilty of breaking the card for unsold time. It's unfair to advertisers who signed earlier but all three networks are indictable. Since NBC-TV has more unsold time, it's reasonable to assume it has made more deals." He agrees with other agency executives that the common method of "dealing" is for a network to absorb a percentage of or even the total of a production cost.

Which network was the most difficult this season (that is, the most arbitrary as to both show and time)? CBS-TV and NBC-TV, and ABC-TV to a lesser degree, in that order, he says. His agency bills most on CBS-TV and ABC-TV.

Agency Man No. 12 ▪ A strong agency negotiator says he has no preferences among the networks in doing business. In ranking for program quality, he places CBS-TV first followed by ABC-TV and then NBC-TV. In ratings it is CBS-TV again with ABC-TV and NBC-TV "about even."

He's not satisfied with the type of product he can buy on the networks, and as a top customer of the networks he would suggest they change the program pattern, achieving greater bal-


Home
of the
big new picture
in
CHARLOTTE
NBC-TV
ABC-TV
RADAR WEATHER
MGM
WARNER BROS.
UNITED ARTISTS
PARAMOUNT
TOP LOCAL NEWS
PRO BASKETBALL
WORLD SERIES
NCAA FOOTBALL
PRO FOOTBALL CHAMPIONSHIP
ROSE BOWL
SUGAR BOWL

Here's where it all started—the dynamic program structure, the superb facilities that have brought about such a marked shift in Carolina viewing habits. Listed are only a few of the services and features that are building the "big new picture" in Charlotte. For this 25th largest television homes market in America, your best buy is WSOC-TV. One of the nation's great area stations.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

BUYERS AT THE TV NETWORKS

Data released July 22 by Television Bureau of Advertising

ESTIMATED EXPENDITURES OF
NETWORK TELEVISION ADVERTISERS
BY PRODUCT CLASSIFICATION

	May 1960	Jan.-May 1960	Jan.-May 1959
Agriculture & farming	$ 197,986	$ 992,484	$ 879,970
Apparel, footwear & Accessories	1,125,592	3,512,995	2,273,084
Automotive, automotive accessories & equipment	5,056,159	23,258,155	19,666,652
Beer, wine	599,147	3,321,260	2,179,525
Building materials, equipment & fixtures	446,472	1,188,601	1,366,803
Confectionery & soft drinks	1,021,745	7,189,164	5,443,755
Consumer services	252,540	1,930,697	1,516,475
Drugs & remedies	6,261,659	35,882,545	30,116,808
Entertainment & amusement		143,517	226,920
Food & food products	9,037,116	48,428,630	48,962,269
Freight, industrial & agricultural development	11,770	247,530	235,587
Gasoline, lubricants & other fuels	1,187,103	6,530,576	1,635,889
Horticulture	51,712	371,250	240,016
Household equipment & supplies	2,724,010	11,121,912	12,028,875
Household furnishings	639,943	2,971,479	1,663,040
Industrial materials	1,671,032	9,239,072	8,959,917
Insurance	931,272	4,903,838	4,508,297
Jewelry, optical goods & cameras	1,520,727	5,077,456	5,670,777
Office equipment, stationery & writing supplies	387,742	1,442,596	1,756,890
Publishing & media	20,650	27,904	
Radio, tv sets, phonographs, musical instruments, accessories	361,054	1,828,837	2,727,521
Retail or direct by mail	36,792	36,792	
Smoking materials	6,410,294	32,751,351	32,098,488
Soaps, cleansers & polishes	5,754,977	29,780,465	28,474,727
Sporting goods & toys	227,558	1,162,740	1,042,187
Toiletries & toilet goods	8,815,850	45,598,627	42,927,912
Travel hotels & resorts	121,646	685,212	699,092
Miscellaneous	597,242	3,667,036	3,263,651
TOTAL	$ 55,469,790	$283,292,781	$260,565,127

ESTIMATED EXPENDITURES
of
TOP 15 NETWORK COMPANY ADVERTISERS
May 1960

1.	Procter & Gamble	$3,953,704
2.	American Home Products	2,784,201
3.	Lever Brothers	2,182,396
4.	General Motors	2,043,083
5.	Colgate-Palmolive	1,786,932
6.	General Foods	1,705,306
7.	Sterling Drug	1,394,469
8.	R. J. Reynolds Tobacco	1,346,950
9.	Ford Motor	1,266,694
10.	Texaco	1,018,110
11.	Philip Morris	975,649
12.	American Tobacco	954,950
13.	Brown & Williamson Tobacco	935,416
14.	General Mills	926,403
15.	Gillette	926,274

ESTIMATED EXPENDITURES
of
TOP 15 NETWORK BRAND ADVERTISERS
May 1960

1.	Anacin tablets	$821,004
2.	Texaco (general promotion)	671,953
3.	Dristan	648,779
4.	Ford passenger cars	646,146
5.	Pall Mall cigarettes	609,788
6.	Phillies cigars	597,644
7.	Bayer aspirin	596,698
8.	Winston cigarettes	497,356
9.	Camel cigarettes	477,863
10.	Tide	469,044
11.	Phillips Milk of Magnesia	430,198
12.	Chevrolet passenger cars	429,954
13.	Bufferin	422,512
14.	L & M cigarettes	421,766
15.	Gleem toothpaste	418,737

NETWORK TELEVISION GROSS TIME BILLINGS
by
DAY PARTS

	MAY			JANUARY—MAY		
	1959	1960	% Change	1959	1960	% Change
Daytime	$16,312,289	$15,829,952	— 3.0	$ 89,949,595	$ 84,466,221	— 2.9
Mon.-Fri.	13,866,750	13,398,547	— 3.4	73,797,385	69,179,879	— 6.3
Sat.-Sun.	2,445,539	2,431,405	— .6	13,152,210	15,286,342	+16.2
Nighttime	35,607,046	39,639,838	+11.3	173,615,532	198,826,560	+14.5
TOTAL	$51,919,335	$55,469,790	+ 6.8	$260,565,127	$283,292,781	+ 8.7

ance and denoting "where the network is going." What's needed in his mind are "new and fresh ideas" presented to the networks with the networks able to "accept them as such," intimating that the networks ought to listen to the agencies "as long as the advertiser is paying the bill." Failure in this area has given rise to such programs as *Candid Camera* and *To Tell The Truth*, which in his eye are not of nighttime network calibre.

This tv executive believes it's become "harder" to deal with the networks, because they are "getting fat and making more money."

As to deals, he says these crop up as thick or as fast as a network must solve trouble spots. He thinks probably NBC-TV is the easiest to make deals with because it has lagged behind the others in selling for 1960-61.

There are deals on the networks all the time, he asserts, "if you have the program the network wants, it will offer all kinds of deals" or if the network holds a period it cannot sell it similarly will be amenable to offers. Most of these deals are made through talent contributions (the network picks up part or all of the cost). ABC-TV probably ranks second to NBC-TV in this regard as he sizes it.

Which network treats the agency "right"? It's all a law of supply and demand: "If you are a potential big customer you are a big hero." Agencies, he finds are treated quite well in general. As to the "sellers market": CBS-TV is toughest, ABC-TV not so much and NBC-TV even less so.

In its billing, this executive's agency piles most chips on CBS-TV, next on ABC-TV and third on NBC-TV.

Agency Man No. 13 ■ A tv-radio vice president whose clients' money goes to CBS and NBC in about equal shares ranks CBS first on program quality ("balance") and ratings. He rates ABC and NBC about evenly behind CBS on show quality and places NBC third in ratings. The networks read alphabetically, ABC, CBS, NBC, on cost-per-thousand.

He's fairly happy with programs offered, although he regrets that under increased network control it's hard to take the program initiative. Networks are less creative than formerly, acting as purchasers rather than creators, according to this view.

He feels ABC is fairly easy to do business with because "you wind up doing business with Ollie Treyz." He's "reachable." NBC, he feels, is having programming difficulties and also seems to be behind in the sales parade, while CBS is in a top-dog position and can negotiate more than others with a prospective buyer. He thinks ABC and CBS have the edge in management.

Networks manifest a "sellers market" attitude, but in his view this doesn't mean customers are being treated unfairly. His one-two-three ranking in this regard (in order of independence): CBS, ABC and NBC.

Expectations for this season: He hopes the specials will be more special. He looks forward to pay television, a medium to which he says, advertisers would like to gain access.

Agency Man No. 14 ■ The broadcast business manager of a New York agency, a man with some few millions to spread around the networks, refuses to talk generalities about those he does business with. His money is about evenly split between ABC and NBC,

NOW...real power for your Baton Rouge lineup!

Famous old "28" (UHF) hangs up his suit after winning every laurel in his league (including 25 out of 26 national merchandising campaigns in which he competed). His replacement is a husky young slugger wearing a big red "9" (VHF). This "9" reaches all of "28's" loyal fans, PLUS a huge new bonus market. Now "9" serves 268,400 homes in the Central Gulf Area.

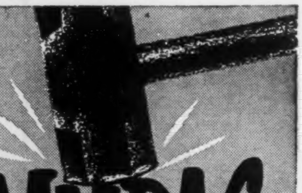
WAFB TV CHANNEL 9 BATON ROUGE LOUISIANA

CBS abc

goes farther — sells more — in one of the nation's fastest-growing markets

WAFB TV—first in TV in Baton Rouge—is a 9-inning hustler, draws all-time-record attendance of loyal fans. And what fans! Annual retail sales ($270,882,000) 77% above the Louisiana average and 45% above the U. S. average! Food sales ($53,187,000) 61% above the state, 19% above the national! Furniture/appliance/household sales ($17,851,000) 107% above Louisiana, 80% above the U. S.!

Why not have "9" in your lineup right from the start! **Call Blair TV Associates for a quick rundown.**



IMN-PACT

WITH THE

Inter Mountain Network

HOTTEST COMBINATION
IN
THE GEM STATE

Intermountain Network's

IDAHO STATE
GROUP

KGEM—BOISE

KIFI—IDAHO FALLS

KLIX—TWIN FALLS

KWIK—POCATELLO

KBAR—BURLEY

FIRST ALL WAYS!

Capture Over A Half
Billion In Retail Sales

ASK YOUR AVERY-
KNODEL MAN

YOU too
will get
the GREATEST
SALES results
when you use —

Intermountain
Network

The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week July as rated 14-20 by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
†Thur., July 14	**Plainsman** (7:30 p.m.)	NBC-TV	9.5
*Thur., July 14	**Democratic National Convention**		26.2
†Fri., July 15	**77 Sunset Strip** (9 p.m.)	ABC-TV	20.1
**Fri. July 15	**Democratic National Convention**		30.2
Sat., July 16	**Gunsmoke** (10 p.m.)	CBS-TV	20.2
Sun., July 17	**What's My Line?** (10:30 p.m.)	CBS-TV	17.7
Mon., July 18	**Danny Thomas** (9 p.m.)	CBS-TV	15.0
Tue., July 19	**Comedy Spot** (9:30 p.m.)	CBS-TV	16.6
Wed., July 20	**U.S. Steel Hour** (10 p.m.)	CBS-TV	20.3

† Highest rating during the day for all shows other than Democratic National Convention.

* An average of total audience of all three networks during the Democratic National Convention, from 8 p.m. until 11 p.m.

** An average of total audience of all three networks during the Democratic National Convention from 9 p.m. to 12 midnight.

Copyright 1960 American Research Bureau

and CBS gets a much smaller share. Pressed, he will admit that his agency is in a better trading position with ABC, although he concedes management laurels to CBS, which always has been the leader by a "Harvard yardstick," he thinks.

There are areas where this spokesman is dissatisfied with two or all three networks. One aspect that has distressed him is the magazine concept of participation selling, and he says the trend soon will be back to individual sponsorship. Sponsors will get this by spending more money, because they need the identification and prestige of sponsorship, and they'll continue in tv because they need it as a trade vehicle, he asserts.

All the networks are selling the country's economy short by not gearing for client's marketing needs, in one official's opinion. Marketing research should be added to the standard audience research networks offer. (Another marketing minus-factor this adman deplores is out of networks' hands. That is the spectrum problem involving a number of markets being limited to two networks, handicapping ABC and advertisers.)

Networks nowadays are delivering less creative material than in other years, he says, but they are on the threshold of tremendous creative improvement, this agencyman predicts, a trend accelerated by government pressure. Creativity, he maintains, has been suffering because networks are preoccupied with selling.

CBS takes the number-one management rating in his book because of a close-knit organization team that seems to respond to the same signals. At the other networks he senses a degree of disorganization resulting variously from growing pains and/or interdependence on a larger corporation and the intricacies of this kind of financial situation.

CBS sticks to its ratecard, says this buyer, but it is possible to get incentives from the others in the form of extra commercials or program concessions, depending always on the season and the network's SRO condition. The speaker thinks it time that networks did something about flexible discounts, a rate factor that fluctuates "emotionally," being offered and then withdrawn at any time and devised on complicated structures subject to widely different interpretations. This, he says, reminds him of a few years ago in spot radio.

While ABC is easy to get along with, this spokesman finds CBS still a little on the stuffy side. NBC, he feels, has been forced out of this position by ABC competition.

This agencyman pinpoints daytime tv as an area of deficiency. The CBS schedule shows planning, he thinks, while the other networks lack stability.

Agency Man No. 15 ■ A radio-tv director with an agency that places the largest share of its business with CBS first and ABC second says CBS is more cooperative, gives more direct answers and offers better follow-through on the servicing end.

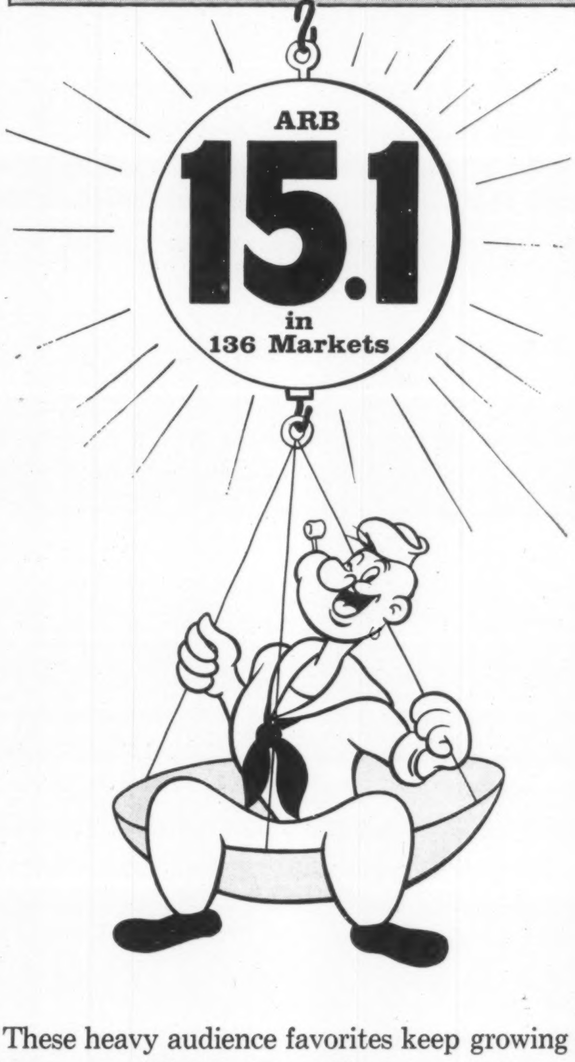
His ranking of the networks in terms of program quality: CBS, NBC, ABC; in terms of ratings and cost-per-thousand, CBS, ABC, NBC.

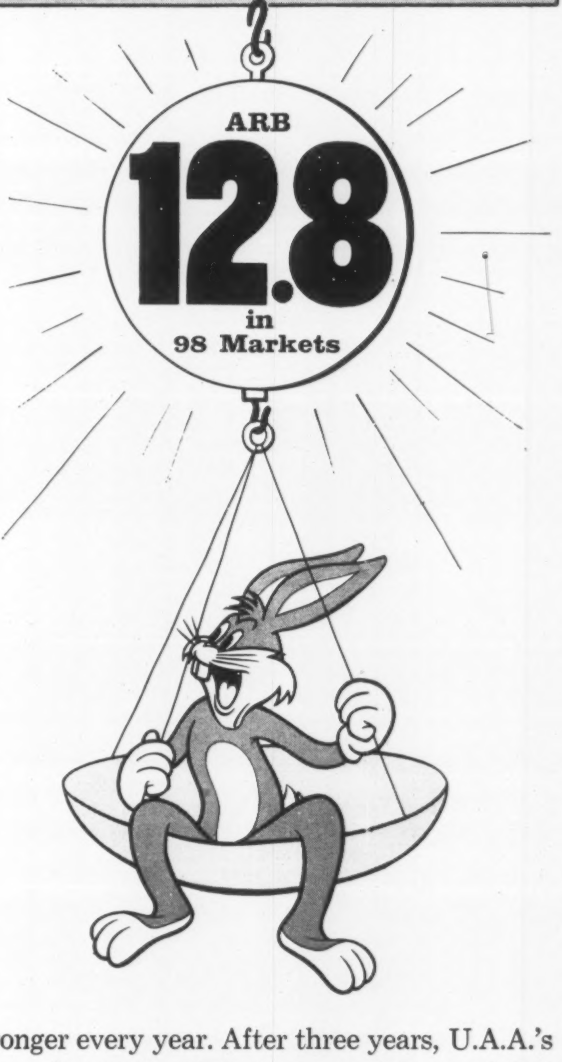
He is not satisfied with the type of product made available by the networks, but as a customer he would not suggest any changes.

His respect or liking of the networks has not changed in recent years although he says they are harder to do business with because today's is very definitely a seller's market and the networks are acting accordingly. He believes the networks are less creative, with all programming geared toward gaining big audience. He says CBS has an edge in terms of the people who are running it; CBS will "deal" more than the others in offering distress merchandise for reduced program costs.

Agency Man No. 16 ■ Another agency man prefers "from a technical standpoint" to do business with CBS but "from an over-all facilities standpoint" with NBC. CBS, NBC and ABC are in the one-two-three positions in his

After 3 Years, Ratings Are Healthier Than Ever!





These heavy audience favorites keep growing stronger every year. After three years, U.A.A.'s Popeye and Warner Bros. Cartoons tip the scales with a hefty ARB Average of 15.1 and 12.8 respectively. And this includes every market – *regardless of station, time period or competition* – for which ratings are available. Weigh these facts carefully. And keep your ratings healthy for years to come with Popeye and Warner Bros. Cartoons.

u.a.a.
UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800
CHICAGO 75 E. Wacker Dr., DE 2-2030
DALLAS 1511 Bryan St., RI 7-8553
LOS ANGELES 400 S. Beverly Drive, CR 6-5886

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Advertisement

For Members of Advertising Agencies and Advertisers, this summer project: Pulse invites all users of Pulse data, subscribers and *non*-subscribers alike, to participate in a rewarding project closing September 1. Just answer . . .

"HOW I USE PULSE DATA TO SOLVE A SPECIFIC PROBLEM"

A letter of around 400 words will do, no thesis! And a committee of experienced judges will pick the 20 best answers, announce who won what October 1, as Pulse enters its 20th year of service:

- Frank G. Boehm, Vice President
  Research-Promotion-Advertising
  Adam Young Companies
- Daniel Denenholz, Vice President
  Research-Promotion
  The Katz Agency, Inc.
- W. Ward Dorrell, Vice President
  Research Director
  John Blair & Co.
  Blair TV
  Blair Television Associates
- Robert M. Hoffman, Director
  Marketing & Research
  Television Advertising Reps.
- Lawrence Webb, Managing Director
  Station Representatives Ass'n, Inc.

#1

$500 Cash Award—Uncle Sam's own engravings for spend-it-yourself use

#2

$349.95 Handsome RCA Console TV, the Chadwick, 21-inch, twin-speaker model

#3

$275 magnificent all-transistor Zenith portable; supersensitive, 9 wave-bands

And 17 Bulova Bantam Radios, the tiny $41.95 pocket-size, "jewelry-designed" gold and ebony model, only 3¼ x 2¼ x 1" in handsome gift case. Precision-crafted, 6 transistors, 6 oz., including mercury battery. Big-set volume—amazing!

"Nothing to buy—no boxtops." Get your entry certificate and details now from Pulse, 730 Fifth Avenue.

Nothing takes the place of INTERVIEWS in the home
730 Fifth Ave.
New York 19
PULSE, Inc.
PULSE RINGS DOOR-BELLS
INTERVIEWS FAMILIES IN THEIR HOMES

assessment of program quality, but he adds that ABC is all on film and it's much easier to judge in the live area.

This man's agency bills pretty evenly among the three networks.

Screenings beginning last Christmas showed a terrible sameness in new shows, he reports, but he also feels that agencies must share the blame. Sometimes when they've been venturesome in buying, they've lived to regret it. The viewer, in his book, is perhaps most responsible of all. He thinks CBS has the most balanced programming.

Speaking from a production point of view, this spokesman has a good word for each of the networks.

Network creativity has lessened not only because of the need to play it safe, he says, but also because of "ugly and rather senseless" congressional investigations. Moreover, with increasing demands on network time and facilities, there is less time to experiment.

CBS gets his vote for management. NBC has got rid of more good people than anybody ever is going to have again, he contends.

Any steady, large advertiser can do better than the rate card at the networks, this executive contends, but he says ABC will deal more.

Agency Man No. 17 ■ The executive producer of a smaller New York agency has a personal feeling that ABC is the "nicest" network, the most cooperative to do business with, but he goes on to quote Leo Durocher: "Nice guys finish last." CBS has all his shop's money at the moment and NBC will have customary daytime-late night participation allocations in the fall.

For management, anybody gets his vote except NBC. He cites red tape and a history of bad experiences here, with little grievances turning into big grievances. A lot of "little Lord High Executioners" complicate the situation, in his opinion.

Networks have done great things in programming but not enough. Specials too often grab the glory on the award show, while bread-and-butter fare, a *Danny Thomas Show* that does a good job the year around, loses out.

Agency Man No. 18 ■ The agency media director calls NBC the "most cooperative" and, therefore, the network that he personally preferred to do business with. But as for program quality, he rates CBS on top, trailed by NBC and ABC in that order. He observes: "If I had complete latitude in picking a program and the time slot, I would pick CBS as the network to carry the show." The agency splits its billing almost evenly between CBS and NBC, uses ABC on an infrequent basis.

He believes networks have become "less creative" with respect to popular programs but "more creative" in specials and documentaries.

Asked which network has "the edge" in terms of people running it, he replied: "ABC. Only because it has Ollie Treyz, who practically runs both the programming and the sales side of that network."

It is his opinion that all networks make "some kind of deal." He points to the segmentation type of sponsorship, which permits many advertisers to buy into a particular show, as a cause of "dealing." He says he has known cases of a participation offered to one advertiser at one price and to another at a substantially lower price. This is true at all networks, he adds.

Agency Man No. 19 ■ Speaking for an agency that will place most if its money next season on ABC-TV, an executive rates CBS-TV as the network he prefers to do business with, as tops in ratings and of program quality and one which has an edge in terms of people running it. ABC-TV ranks high with him as the network with the lowest cost-per-thousand, the one with which a "deal" can be made more readily. He also finds ABC-TV, however, to have the least "built-in" acceptability and identity for commercials because of spot carrier programming and local breaks within hour-long shows.

Agency Men No. 20 & 21 ■ A radio-tv director says he is not satisfied with the programs offered by any of the networks, and in dealing with network personnel allows only that he gets sore less with CBS than with the others. In terms of talented people, CBS has it all over the other two, he says, with ABC coming in second and NBC last.

A media director at the same agency says that for program quality—meaning development of new shows and formats —ABC is on top followed by CBS and NBC. He also notes the kind of treatment you get at the networks is in direct proportion to the size of your billings.

Winchell negotiates

Hazel Bishop and ABC-TV last week were negotiating for a new Walter Winchell news program that would be aired 10:30-11 p.m. on Sundays beginning Oct. 2 and then becoming a 15-minute program on Nov. 27 (11-11:15 p.m.) when the Churchill series starts at 10:30. Mr. Winchell has appeared on ABC-TV in the filmed *The Walter Winchell File* and is narrator of *The Untouchables* also on that network. In 1955 he left newcasting in a dispute with ABC, filing a $7 million suit against the network which he withdrew two years later.

They loved us in
Atlanta
Baltimore
Boston
Chicago
Cincinnati
Cleveland
Columbus
Dallas-Ft. Worth
Des Moines-Ames
Detroit
Houston
Indianapolis
Kansas City
Memphis
Miami
Minneapolis-St. Paul
Nashville
New York
Omaha
Philadelphia
Pittsburgh
St. Louis
San Antonio
Washington, D. C.

	Average Share of Audience *
ABC-TV	**37.1**
NET Y	34.5
NET Z	28.4

ABC Television

*Basis: Nielsen 24 Market TV Report, 3 network share of 24 market audience, 2 weeks ending July 10, 1960, 8-10:30 P. M., Monday through Sunday

THE SPONSOR'S LONG REACH

Drama shows victims of agencies' whims; Subject matter, casting scored by panel

Advertisers—particularly the agencies which represent them—have been charged with tampering in the writing of scripts and in casting of dramatic tv shows.

The accusations came from a group discussion conducted by the Fund for the Republic. The Fund today (July 25) released 31 pages of excerpts from the discussion entitled "The Relation of the Writer to Television." Participants included a representative threesome associated with the Fund, three top tv dramatists—playwrights Robert A. Aurthur, Rod Serling and Irve Tunick—tv critic Marya Mannes, and Evelyn Burkey, executive director, Writers' Guild of America.

Most of the attack centered on the advertising agency, where the participants alleged instances of interference in the production of a drama.

Among the various situations and/or types of "censorship" said to have occurred: The casting of Negro Sidney Poitier in the lead of a play, "A Man Is Ten Feet Tall," on *Philco Playhouse* drew sponsor interference because of fear of arousing the wrath of the south. Basis of the complaint was: tv sets are sold in the south and a controversial casting could hurt sales.

Controversy in Theme ■ A story of the Emmett Till case (kidnapped and murdered in Mississippi) was not permitted by either the Theatre Guild or sponsor U.S. Steel (*U.S. Steel Hour*) until the action of the play was relocated in New England and all references which could be taken as being below the Mason-Dixon Line were eliminated. Mr. Serling, the author of the play, asserted the agency for U.S. Steel and the Guild went so far as to remove "any reference to Coca-Cola and removed bottles of Coca-Cola from the set because they said that was a southern drink."

Mr. Tunick charged that "there is provincialism and an isolation about Madison Ave. that enters into all of this," noting the casting difficulties he had with a play for *Armstrong Circle Theatre* dealing with the discovery of the Dead Sea scrolls.

Mr. Serling noted that the first thing cut in a play that runs too long "is the play and the second thing is the credits"—the commercials, he said, are never dropped nor shortened.

Miss Mannes in a sum-up of the views expressed, noted that the chief throttling factor for the creative writer appeared to be the sponsor's power "over the word" and "domination" over the medium. The writer also should have the right to question the tone and placement of a commercial if it intrudes in the mood or continuity of a script, she said.

Mr. Serling intimated that the advertiser is forcing more commercial breaks into the programs he buys, some half-hour shows having four breaks and hour programs as many as six. Deplored by the participants were the pressure groups with which they said drama on television must contend. There was some expression of a three-way choice for the public possibly becoming inevitable: commercial tv, pay television and educational tv.

Teen girl data

Radio, television and records take a lot of time out of the average teen girl's life, as reported by *Seventeen* magazine in a new study, "The Teen-Age Girl: 1960." The average among the country's 9.75 million teen girls spend 2 hours and 13 minutes daily with radio, 2 hours and 12 minutes daily listening to records, 59.3 minutes daily watching television on the five weekdays and 1 hour and 23 minutes daily watching tv on weekends. Of the girls, 53.4% own portable radios, 35.8% table models and 23.8% clock radios. On radio, 76.2% favor disc jockey shows.

PERSONAL TV ADS IMPROVED

NAB praises most but singles out sinners

"Amazing improvement in good taste and acceptability" of personal products commercials on television was notde last week by the NAB Code Review Board subcommittee in charge of this area—but it thought some commercials for bras, girdles and theatrical motion pictures are still inclined to go too far (CLOSED CIRCUIT, July 18).

Gaines Kelley of WFMY-TV Greensboro, N.C., chairman of the subcommittee on personal products advertising, reported after a two-day meeting and review of current commercials in this category, that the task had been much more encouraging than the "pretty grim experience" of a similar review last April.

E. K. Hartenbower, KCMO-TV Kansas City, chairman of the code board, issued the caution about commercials in the bra-and-girdle category and those promoting motion picture theatre features. Of the former group he said: "Some commercials in this classification need revision, and there appears to be a tendency on the part of some advertisers and agencies to go beyond the limits of acceptable good taste. Our code staff has been instructed to discuss specific commercials with the proper agencies and arrange to modify some of these objectionable techniques."

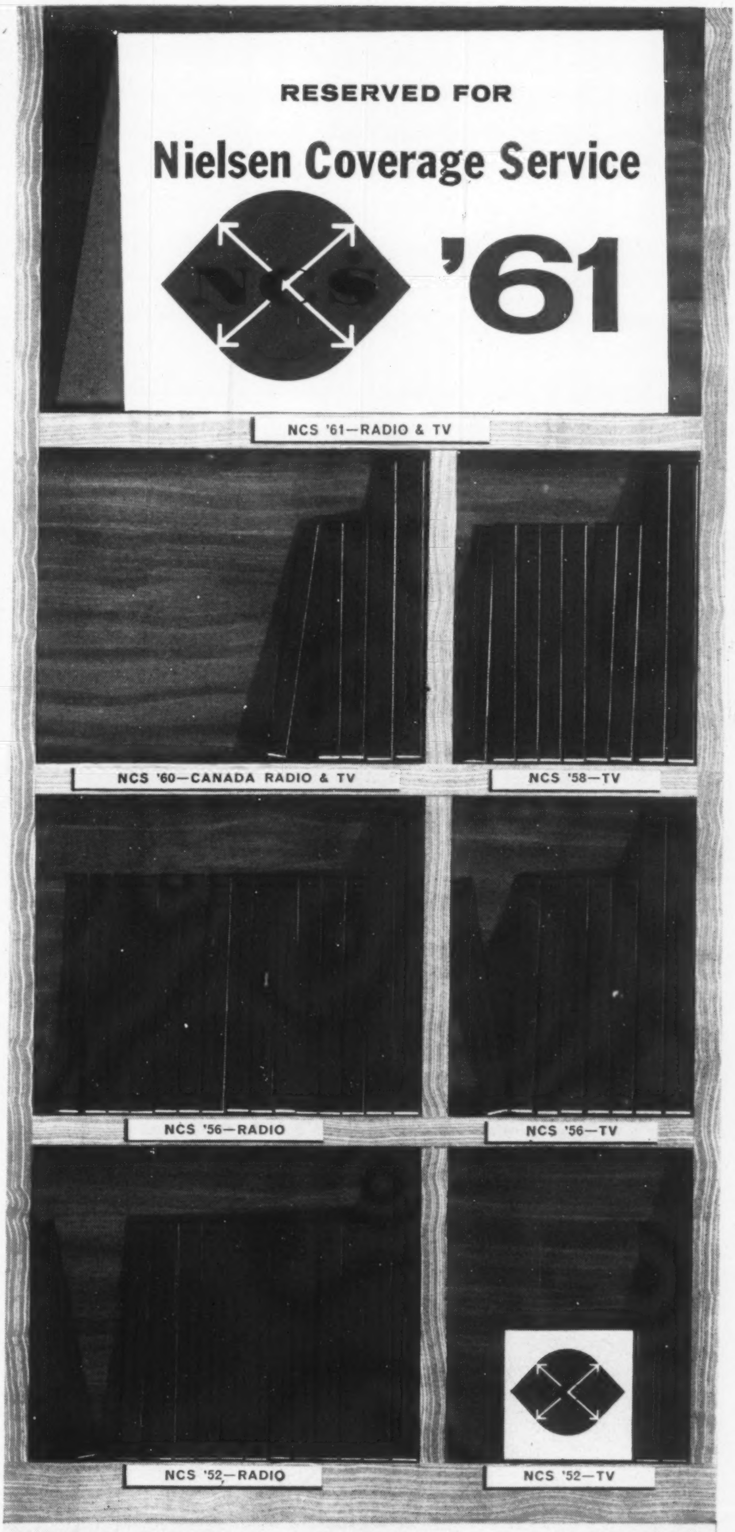
Mr. Hartenbower also said the board is "seeking to have movie distributors use more care in the material selected for television display. Some theatre promotional commercials have been totally unacceptable. Scenes involving sex, violence and horror clipped from a theatre feature film are not suitable for the family viewing audience."

Code authorities, it was learned, also have solicited the cooperation of the Motion Picture Assn. of America in work on this problem.

Session with SRA Group ■ The subcommittee's meeting, held Tuesday and Wednesday in New York, included a get-acquainted luncheon with Station Representatives Assn.'s Television Trade Practices Committee.

Stockton Helffrich, who becomes director of the New York office of television code affairs when it opens late next month, was among the code officials at both the subcommittee sessions and the luncheon with the SRA group. Others included Messrs. Hartenbower and Kelley; subcommittee member George Whitney of KFMB-TV San Diego; NAB Television Vice President Charles H. Tower, Television Code Affairs Director Edward H. Bronson; Assistant Director Harry Ward, and NAB Chief Counsel Douglas Anello.

Lawrence Webb, SRA managing director, headed the SRA delegation at the luncheon. Tv Trade Practices committeemen on hand were Ed Shurick, Blair-Tv, chairman, and Walter Nilsen, Katz Agency; Lloyd Griffin, Peters, Griffin, Woodward; Richard Foote, Blair Television Assoc.; Thomas White, Avery-Knodel; Jack White, Harrington, Righter & Parsons; James O'Grady, Young Television Corp., and Robert Dudley of Robert Meeker Assoc. representing Charles Standard of Meeker.



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NCS '61 will separately report all U. S. counties including some 20 city areas in Alaska and Hawaii. NCS '61 will provide basic broadcast media data, coordinated with 1960 U. S. Census data and capable of being combined to meet any media or marketing requirement.

Since 1952, Nielsen Coverage Service has had industry-wide acceptance as the authentic and detailed source of tv and radio media-market information . . . county-by-county. Now NCS '61 is being readied by a permanent staff of coverage specialists and expert technicians in time for tie-in with the 1960 U. S. Census.

NCS, produced with proven techniques for maximum usefulness, is the only service providing authoritative coverage facts in complete county-by-county detail on:

SET OWNERSHIP
Total homes . . . tv homes . . . radio homes (from the 1960 U. S. Census of Population)

STATION CIRCULATION (daily, weekly, daytime, nighttime)

Each tv station . . . VHF or UHF (including direct or wire-line service)

Each radio station . . . AM or FM (including out-of-home listening)

Total radio use, county by county

FOR ALL THE FACTS

Send for complete information on NCS '61 and find out how you can take advantage of substantial "multi-media" and "prompt purchase" discounts.

CALL . . . WIRE . . . OR WRITE TODAY

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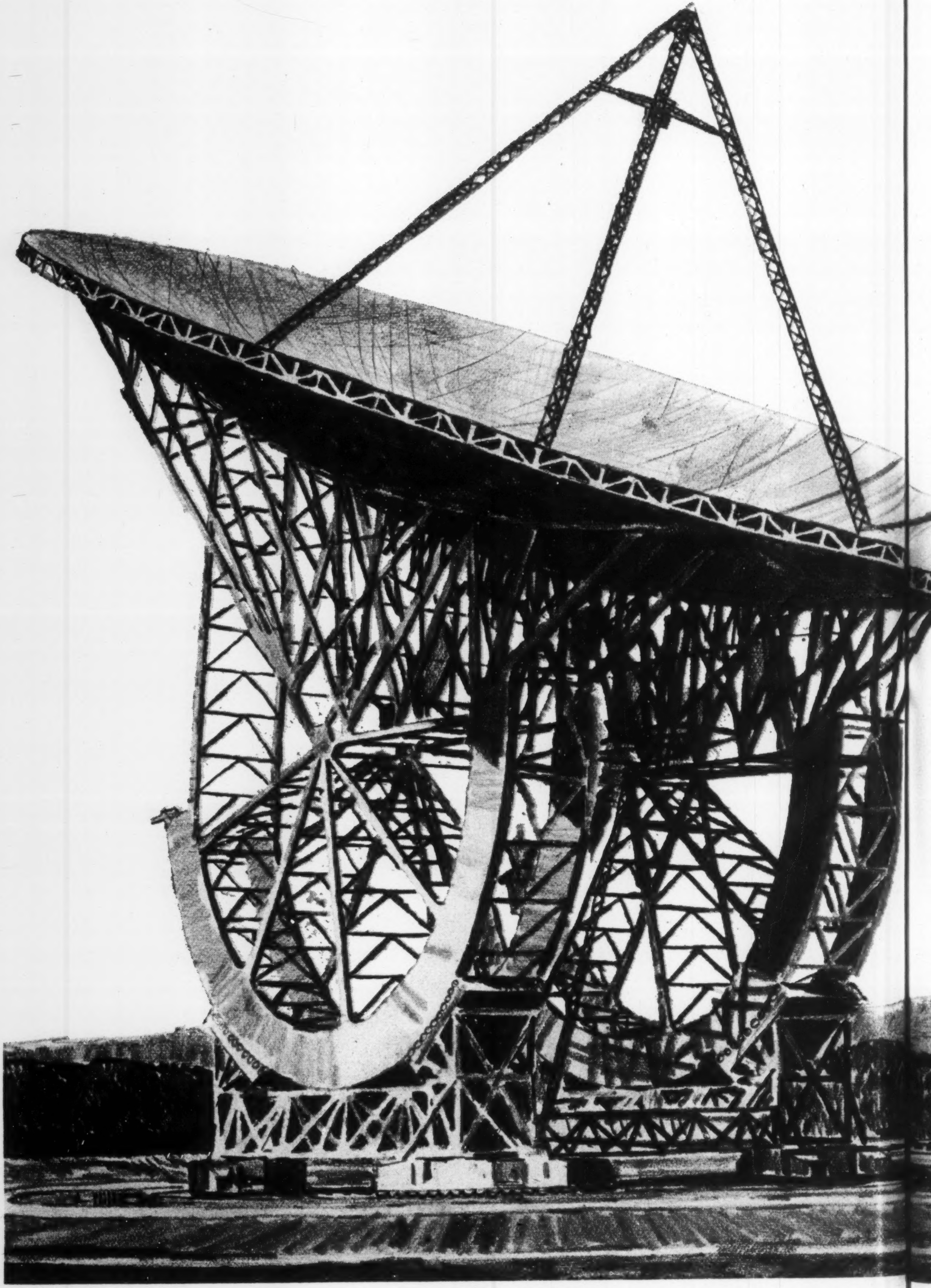
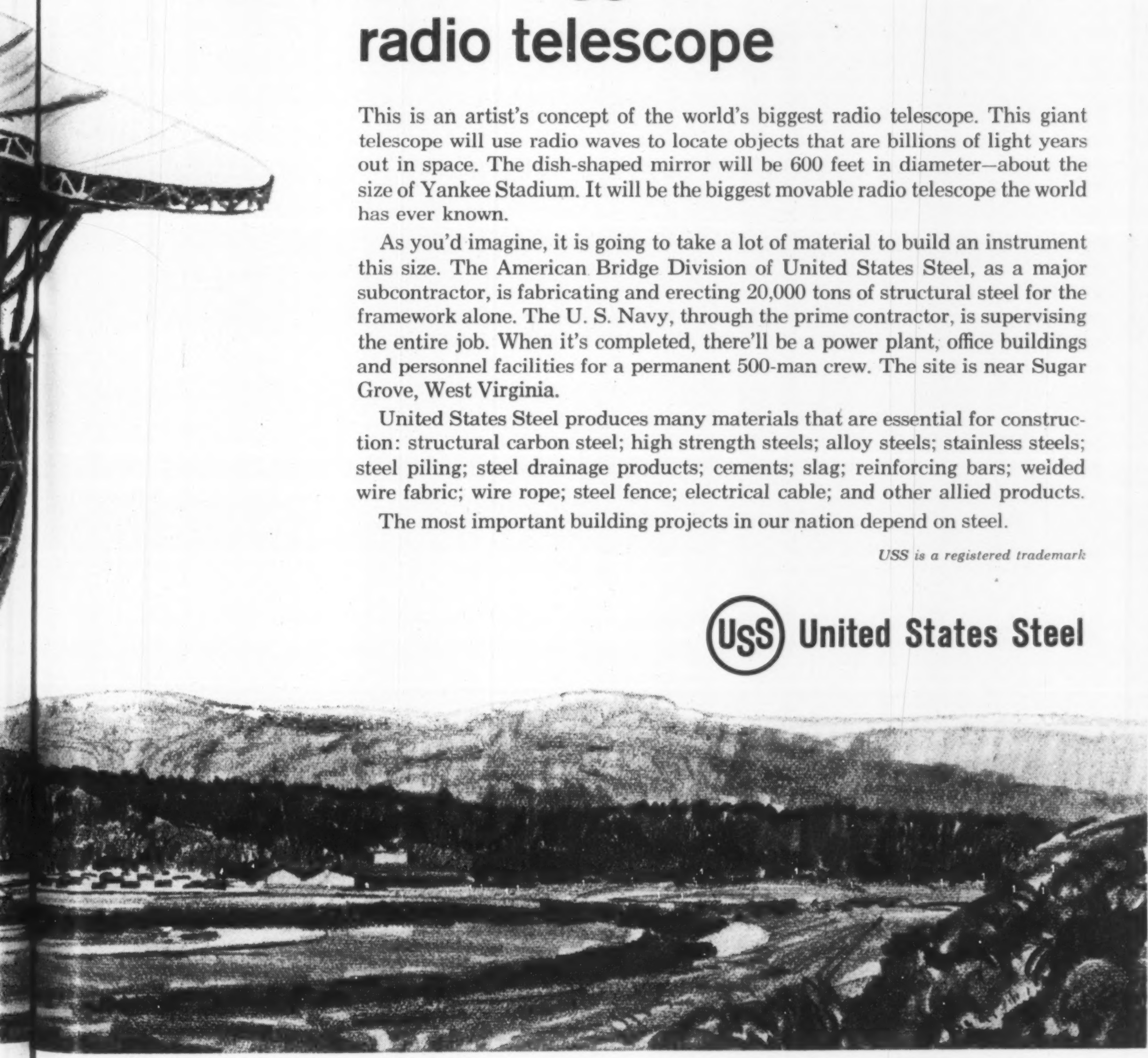
NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021



This mark identifies modern, dependable steel.
Look for it on consumer products.



The world's biggest
radio telescope

This is an artist's concept of the world's biggest radio telescope. This giant telescope will use radio waves to locate objects that are billions of light years out in space. The dish-shaped mirror will be 600 feet in diameter—about the size of Yankee Stadium. It will be the biggest movable radio telescope the world has ever known.

As you'd imagine, it is going to take a lot of material to build an instrument this size. The American Bridge Division of United States Steel, as a major subcontractor, is fabricating and erecting 20,000 tons of structural steel for the framework alone. The U. S. Navy, through the prime contractor, is supervising the entire job. When it's completed, there'll be a power plant, office buildings and personnel facilities for a permanent 500-man crew. The site is near Sugar Grove, West Virginia.

United States Steel produces many materials that are essential for construction: structural carbon steel; high strength steels; alloy steels; stainless steels; steel piling; steel drainage products; cements; slag; reinforcing bars; welded wire fabric; wire rope; steel fence; electrical cable; and other allied products.

The most important building projects in our nation depend on steel.

USS is a registered trademark

USS United States Steel

DAYTIME NETWORK TV IMPACT

Audiences are growing, costs are dropping, new promotional study by TvB discovers

The television networks today (July 25) received a promotional assist from the Television Bureau of Advertising: A new presentation that points up the effectiveness of network tv during the week and in the daytime.

TvB is telling the advertising world that cost per thousand homes reached by programs in these periods has gone down 13.4% in the past five years. In figures scooped up by the bureau: average net time and talent cost by telecast of the average network quarter-hour program in the January-February period this year came to $16,300. But in 1958 the comparative average was $19,600, and in 1956 it was $15,400. In the meantime, homes watching the average minute of weekday daytime tv this year totaled over 8.8 million compared with 5.6 million homes watching the same minute in 1955.

The bureau came up with still more statistics:

Fact Sheet ■ TvB found, for example, that more than half (32) of all new network advertisers (59) in 1959 were in the daytime; 72 advertisers in daytime network tv in January of this year came from 18 different product categories; tv homes increased 46% between 1955-60 but the number of tv homes watching daytime tv went up 57% in that period.

Daytime home viewing hours this year hit 106.2 million a day, the average tv home spending 2 hours 21 minutes watching daytime tv every day, the TvB statistics continue. The average network weekday daytime program today reaches 3,489,000 homes against 3,254,000 homes reached in 1956 despite the fact that there are three networks now programming weekdays against but two in 1956.

Taking this still further along the statistical road, TvB noted that the average daytime network program reached 12.2% more homes in first quarter 1960 (3,648,000 homes per telecast) than in the same period last year; that advertisers invested $171.2 million plus in gross time billings in weekday network tv in 1959 or $25 million more than in 1958, $65 million more than in 1955.

TvB boasts that last year 57.8% of all network commercial minutes were weekday daytime compared with 48.7% in 1956, or an increase "in share of 18.7%." Top daytime user: Procter & Gamble. It spent more than $29 million in gross time billings for weekday daytime tv last year and in April 1960 used 100 commercial messages per week in daytime network.

'Oscar' awards show seeks new sponsor

After three years of acting as sponsors of its own "Oscar" awards broadcasts on the NBC radio and tv networks, the Motion Picture Assn. of America has tossed in the sponge and regretfully will open the 1961 broadcast to commercial sponsorship.

In making the announcement, B.B. Kahne, president of the Academy of Motion Picture Arts and Sciences, said "It is regrettable that our show—which consistently enjoys the largest world-wide listening and viewing audience of any comparable program—will not continue to be sponsored by the industry," Mr. Kahne commented.

The annual "Oscar" awards show has been a tv-radio simulcast for eight years, starting in 1953, and all eight have been on NBC. The first five were made with commercial sponsorship.

Advertisement

ADVERTISING AGENCIES DISCOVER NEW, AUTOMATIC WAY TO KEEP CLIENTS HAPPY!

Clients are people, too. And people get over-tired, tense, from too much pressure, no time to relax, no outlet. Regular, daily exercise could provide the outlet, keep your client more relaxed, happier.

But clients, like most busy people, don't have time for daily exercise. So they make things worse by trying to do in a Sunday afternoon what they should do seven days a week. When it's all over, they're *really* knocked out. How can busy clients fit healthful, regular exercise into their schedules? Exercise at home, at their leisure, on the world's smallest gym—the remarkable EXERCYCLE!

Thousands of busy people—many doctors who have never been on TV among them — have found in the all-electric EXERCYCLE the answer to the problem of finding the time and the place to get regular exercise. The EXERCYCLE is an *automatic exerciser* that goes into any corner of a room. Your client comes home and just sits—can watch TV while he uses it—and the EXERCYCLE gently creates simultaneous, rhythmic actions of the shoulders, arms, thighs, legs, abdomen and back. It's like rowing, cycling and horseback riding—all in one with no strain, or pushing.

With daily, relaxing exercise on the EXERCYCLE, your client will be helped to overcome that tired-out feeling, to relax his nervous system. Daily exercise like this — by helping sluggish circulation—will help him look and feel better, younger, *happier* than he has in years.

This is not a test ad. If you'd like to send for further, free information on the EXERCYCLE, it won't prove a thing to anyone—except, perhaps, to your client.

Call or write: Les Williams at The EXERCYCLE Corporation, Dept. BR-1, 630 Third Avenue, New York 17, N. Y.—YU 6-4590.

Profile of a fast growing agency

John W. Shaw Adv., which has tripled its overall billings and personnel in the past six years, is gradually inching up to within striking distance of the nation's top 50 agencies in radio-tv billings.

Started in 1947, the agency recently moved into its own building at 200 E. Ohio St., Chicago. Shaw claims a stable of blue-chip accounts, and billings of about $9 million, with an estimated 50.7% in broadcast advertising.

On the fringe of the country's top 100 agencies last year, John W. Shaw last week boasted it would make the select circle by year's end —and rank ninth among Chicago-headquartered agencies. It also has managed to build up new affiliate groups in the Midwest, while espousing a unified marketing committee operation.

Shaw's clients currently include Monarch Foods Div. of Consolidated Foods Corp., M.K. Goetz Brewing Co., Horlicks Corp., Mercury Records Corp., John Morrell & Co., Dormeyer Corp. and Quaker Oats Co. (Quaker & Aunt Jemima Corn Goods, Aunt Jemima Easy Mixes and Corn Meal Mix, and speciality products), plus others. (Only the past fortnight, it lost the $1 million Kemper Insurance account [several groups] to another fast-growing Chicago-based agency, Clinton E. Frank.)

Shaw attributes its success to these factors: (1) making entities out of non-entity products; (2) increasing sales and profits of "already successful products"; (3) reversing downward sales curves of others, and (4) developing and introducing new products. A case in point: Shaw took on Quaker's corn goods division and helped develop, introduce and market Aunt Jemima Easy-Mixes. Result: Quaker boosted Shaw's budget from $150,000 to $2 million. Another: Though it's since departed, Shaw helped Kemper Insurance Companies double premium volume (sales) from $100 to $218 million, with the client increasing its national advertising budget from $200,000 to $1 million.

John W. Shaw
Building
JOHN W. SHAW ADVERTISING

MR. & MRS. SHAW AND BUILDING

Broadcast Emphasis ▪ Much of its success is undeniably due to emphasis on broadcast advertising—and key personnel. Reporting to Richard L. Rogers, media director and account executive are the time (June Kemper, Marie Lehan, Marilyn McDermott, Isobel McCauley) and space buyers. Radio-tv director is H. Lydon.

Top echelon includes Mr. Shaw, nearly 30-year veteran of advertising. In the mid-'30s he became merchandising director and account executive at Campbell-Mithun, Minneapolis. He later served as general sales manager of Purity Bakeries Corp.; plans account executive at Henri, Hurst & McDonald; account supervisor at Leo Burnett Co. and co-owner of Shaw-LeVally Inc., Chicago. The actual impetus for the Shaw agency came with the formation of Shaw-LeVally, built around Lumbermens Mutual Div. of Kemper Insurance and Household Finance Corp. They parted company and formed their own agencies in 1947. Also at top level at Shaw are William C. Pullman, vice president and assistant to president, and David E. Guerrant, executive vice president and director of the marketing and executive committees.

Last week the agency proudly noted after getting straightened out on the top two of five floors in the new John W. Shaw Bldg., that it had only eight people and $800,000 by 1948 but had increased both ever since. The latest tally—$9 million billings and 72 people as against $3,197,000 and 25 people in 1954, plus three affiliate agencies—Aves, Shaw & Ring, Grand Rapids and Chicago (which handles WOOD-AM-TV Grand Rapids, Mich.); Grabin-Shaw Inc., Milwaukee, and Shaw-Hagues (which specializes in pharmaceutical advertising), Chicago. The agency also has an office in Los Angeles.

As with many aggressive and creative agencies, Shaw also has its own working credo (quoted from an architect): "Make no little plans: they have no magic to stir men's blood and probably themselves will not be realized."

▪ Business briefly

Time sales

'Miss America' bankrollers ▪ The 40th annual Miss America pageant from Atlantic City will be sponsored over CBS-TV Sept. 10 (10 p.m.-midnight) by the Philco Corp., Philadelphia, through BBDO, N.Y.; the Toni Co., Chicago, through North Adv., Chicago, and the Oldsmobile Div. of General Motors through D.P. Brother, Detroit. In addition, Philco will sponsor the Miss America parade over CBS-TV Sept. 6 (8-8:30 p.m.).

New advertiser ▪ The U.S. Gypsum Co. made its debut as a tv advertiser July 17 with the sponsorship of *Builders Showcase* in Detroit, Kansas City, and Houston. The company will expand its tv advertising with the show to 23 more cities within the next six months. The show is a merchandising program aimed at the promotion of the homebuilding industry. The sale was announced by Fred Olsen, president of Ray-Eye Productions Inc.

Nestle for Yankee ▪ The Nestle Co. has started an all-new radio campaign over the 32-station Yankee Radio Network. The long-term campaign throughout the six state New England area will promote Instant Nescafe Coffee. William Esty Co., N.Y., is Nestle's agency.

Person to Polaroid ▪ Polaroid Corp. Reportedly has signed for one-half of new *Person to Person* show that will go into Thursday, 10-10:30 slot on CBS-TV starting Sept. 29. This was the remaining hole to be filled in the CBS-TV fall schedule. Agency: Doyle Dane Bernbach, N.Y.

Agency appointments

▪ Another group of Pepsi-Cola bottling companies have appointed BBDO effective Aug. 1. The new group is in the Boston area and includes five firms located in Boston, West Lynn, Milton, Wakefield and Natick.

▪ Garrett Laboratories, Sherman Oaks, Calif., has appointed Adams & Keyes, L.A., to handle a new personal odor protection product.

Almost solid front ■ Eight of the most powerful unions in broadcasting, embracing more than 310,000 members (in broadcasting and other fields), were represented last week at the 23rd annual convention of the American Federation of Television-Radio Artists in Washington. Officials of the unions were at the head table when Secretary of Labor James P. Mitchell addressed the convention. They are (l to r): George Smith, president, National Assn. of Broadcast Engineers & Technicians (10,000 members); Albert Hardy, director, radio, tv and recording division, International Brotherhood of Electrical Workers (12,000 members); Angus Duncan, executive secretary, Actors Equity Assn. (12,000 members); Evelyn F. Burkey, executive director, Writers Guild of America (East) (4,000 members); New-

THE MEDIA

AFTRA TO PUT BITE ON NETWORKS

Union may ask for scales based on eight-hour working day

Shirt-sleeved radio and tv performers, minus their usual glamor, buckled down last week in Washington to draw up a list of demands for new pay scales and better working conditions.

Some of the possible changes could drastically revise the industry's method of doing business with the entertainers.

Late last week delegates to the 23rd annual convention of American Federation of Television-Radio Artists were hard at work hacking out a plan for soon-to-come negotiations with the networks.

The present two-year contract between AFTRA and the networks expires Nov. 15. Negotiations customarily begin 60 days before then.

Late last week, artists were caucusing by specialties, striving to nail down recommendations. Among performing groups meeting together in separate units were announcers, actors, singers, dancers, sportscasters and specialty acts.

The final, official pay and working conditions program was scheduled to be voted by the full convention late Saturday.

More than 160 delegates, representing 15,000 AFTRA members, were in attendance.

Among its first major actions, voted Thursday afternoon, was the acceptance by AFTRA of an offer by the Screen Actors Guild for the establishment of joint negotiating and administration in live, tape and film tv commercials and taped tv entertainment programs.

The AFTRA delegates also agreed to explore the possibility of setting up reciprocal membership arrangements with SAG in these two fields and of establishing a cross-crediting system in these same two areas for respective AFTRA and SAG pension and welfare benefits.

Higher Scale Seen ■ There was general agreement among delegates that higher payments would be requested in the forthcoming negotiations.

The most significant change would come about if suggestions to change the basis of the entire wage scale were adopted.

The present wage scale is on a per-program basis.

The proposed revision is a wage scale tied to a full working day.

As a corollary of this, there were suggestions that rehearsal time be condensed to a working day format. Instead of permitting four days of two-hour rehearsals, the advocates of this new look would require a full, single eight-hour rehearsal day.

Scale Demands ■ Among the items where rate increases may be sought are those involving residual payments, rates for foreign replays, and changes in "wild spot" pay scales.

The present tv residuals formula calls for 75% of scale for the first repeat, and down to 5% of the original rate for the eighth and all additional replays. There have been recommendations that residuals for replays beyond the eighth be spelled out.

Repeats of American shows in foreign areas have been tied to estimated 1958 sets and tv activity; another look at overseas tv is advised. Replays for foreign countries begin with 20% of scale for Great Britain, 10% for Europe, and 5% for Africa, Southwest Asia and Latin America (excluding Caribbean islands). Full overall foreign repeats can be had by paying the original performers 45% of the payments they received when they performed in the original program.

Changes in the "wild spot" rates for recorded tv commercials have been suggested to peg them on a per-city basis. Wild spots are commercials recorded for a 13-week national spot campaign. Under the present agreement the rate is based on the number of cities in which the announcement will be used. There is no mention of repeat use. If the rate for these spots is revised to tie them on a per-city basis, the major cities likely would be weighted to require a higher performers' scale than the smaller markets.

Joint AFTRA-SAG Area ■ In its action Thursday night accepting the counter-offer by SAG to join forces in tv commercials and taped entertainment programs, the convention followed the recommendation of its national board. The board by a 70 to 10 vote Wednesday evening voted to recommend acceptance of the SAG offer.

AFTRA officials emphasized that they still believe total merger between the two unions is desirable and feasible.

man H. Burnett, executive director, Radio-Tv Directors Guild (2,500 members); Al Manutti, president, Local 802, American Federation of Musicians; Herman Kenin, president, American Federation of Musicians (255,000 members); Bob Segal, AFTRA (Boston); Nellie Boothe, AFTRA (St. Louis); Secretary Mitchell; Virginia Payne, national president, AFTRA (15,000 members); Donald F. Conaway, executive secretary, AFTRA; Mortimer Becker, counsel, AFTRA; Harold Laramy, associate secretary, American Guild of Musical Artists (4,000 members); and John Heiman, Smith, Barnee & Co., AFTRA investment counsellors. Unions not represented, although invited, were Screen Actors Guild-Screen Extras Guild, 12,000 members, and American Guild of Variety Artists, 13,000 members.

They explained that the acceptance of the SAG offer might be a first step in that direction.

AFTRA offered to merge with SAG two years ago, but ran into opposition on the part of SAG leaders. About a year ago both unions agreed to have the matter studied by an impartial labor expert.

This was done by David L. Cole, who submitted his report last January. He found it both desirable and feasible for the merger to be accomplished and listed various methods of accomplishing unification.

SAG Opposition ▪ SAG spokesmen have continued their opposition and last week sent out ballots to 12,000 film actors on the subject. Accompanying the ballots was a letter from the SAG board urging a "nay" vote.

"It is the guild board's considered judgment that the Cole plan—with its complicated, cumbersome and intricate system of local boards, divisional boards, national boards and conventions—is unworkable," SAG officers said.

They claimed that the merger would endanger the motion picture actor's control over his working conditions, put his bargaining rights under the control of non-film actors, and remove the national executive council too far from the motion picture field.

Power would be concentrated, they said, in the hands of an executive because working actors could not man the "top heavy" structure; film actors' dues would be increased over what they pay now and motion picture actors would lose their present autonomy in governing themselves. SAG officials recommended a "yes" vote for the joint efforts in the tv commercial field and in the tv taped entertainment area.

SAG represents all film actors, whether the film is for theatrical exhibition or for television use.

AFTRA Side ▪ AFTRA's position is that the performer today ranges the gamut of the entertainment media—motion picture theatre exhibition to tv to night clubs. Donald F. Conaway, AFTRA executive secretary, said last week, that film actors now earn more from tv programs and commercial endeavors than they do from theatrical production.

He declared that the advent of tv tape was the catalyst that made amalgamation between AFTRA and SAG imperative. AFTRA claims jurisdiction over all video tape or other tv recording devices.

In 1958, AFTRA petitioned the National Labor Relations Board to order an election among film actors to determine if they desired to be represented by SAG or AFTRA in tv commercial video tape work. NLRB has not yet rendered a decision.

Among other highlights of the early days of the five-day AFTRA convention:

▪ Mr. Conaway announced that AFTRA would oppose a provision in the pending minimum wage law (HR 12,677) exempting from its $1.25 minimum hourly wage requirement broadcast stations in communities of 100,000 or less population.

▪ AFTRA collected $2,544,953 in all categories of rates for 16,610 members for the fiscal year ending April 30. More than $1 million came from Los Angeles, $1.3 million from New York and a low of $775 from Columbus-Dayton, Ohio. More than $46,000 excess of income over expenses was reported. AFTRA's net worth is $628,000.

▪ Among the 111 contracts negotiated last year, eight were new. These were with WJRT (TV) Flint, Mich.; KWIZ Santa Ana, Calif.; WEEP Pittsburgh; KVI Seattle; KTNT-AM-FM-TV Tacoma; WNBF-AM-FM-TV Binghamton, N.Y., and WCAO and WMAR-TV both Baltimore, Md.

▪ AFTRA board authorized 13 strikes last year. Of these, seven took place and were settled; four were settled before strike action and two are still pending.

▪ AFTRA's pension and welfare fund now covers 6,343 performers. A performer must earn $1,000 or more per year to be covered by the fund which is based solely on employer contributions.

▪ Kenneth Groot, New York local executive secretary, was named eastern regional director.

Scheduled to be heard were reports on pay tv, automation and other new techniques in radio and tv, programming trends, and a vote on a resolution to delete specialty acts from performer categories. New officers also were to be elected.

WTOP announcers settle after 3 days

Eighteen radio-tv announcers of WTOP-AM-FM-TV Washington returned to work July 20 after settlement of a dispute with management. The group, represented by American Federation of Television & Radio Artists, walked out July 15.

A settlement was reached July 18 by John S. Hayes, president of the *Washington Post* stations, and Evelyn Freyman, executive secretary of the AFTRA local. Negotiators met with James A. Holden, federal mediator.

The stations operated with supervisory and executive personnel. Picket lines had been stationed in front of the stations and the *Washington Post*. Mrs. Freyman indicated the picket line was intended only to notify the public of

a T.W.X.
from
"REX"

NOW!

NUMBER ONE CITY IN ILLINOIS
(OUTSIDE CHICAGO)

R-E-M-A-R-K-A-B-L-E
ROCKFORD

TOPS IN . . . POPULATION RETAIL SALES . . . NEW HOMES . . . .

AND . . . IN THIS RICH AGRICULTURAL AND INDUSTRIAL HEARTLAND OF MID-AMERICA . . .

ARB MAR. 1960 And NIELSEN APR. 1960
—AGREE—
WREX-TV DOMINATES ROCKFORD AREA VIEWING

- AT NIGHT
  49 of the Top 50 Shows
- IN THE DAYTIME
  All 20 of the Top 20 Shows
- TOP WESTERNS
  7 of the Top 8
- TOP FAMILY SHOWS
  All 5 of the Top 5 Shows

J. M. BAISCH
Vice Pres.-Gen. Mgr.

Represented By
H-R Television, Inc.

WREX-TV
channel 13

the union's grievances, which centered around job security and taped station breaks.

Mr. Hayes said the tv station retained the right to record station-break announcements in advance and did not yield on a demand that the contract mention individual employes in a job security clause. A severance pay clause was included in the contract.

HARVARD SEMINARS NAB session to be permanent procedure

A permanent training procedure for top broadcast management, providing executive instruction for the industry on a regular basis, will develop out of the NAB seminar concluded last week at Harvard Graduate School of Business Administration in Boston.

At a "commencement" for the second annual NAB seminar at Harvard, Clair R. McCollough, Steinman Stations and head of NAB's interim Policy Committee, said NAB had committed the association to a third class next year. "Thereafter we shall try to select the eventual pattern which will meet executive training needs on a regular and long-haul basis," he said.

Discussing industry problems, Mr. McCollough defined the two key issues this way: "Responsibility and freedom —responsibility which falls upon each broadcaster to constructively serve his community as well as himself; freedom from the ever-present specter of government control of the substance of our service."

A three-point program is ready as broadcasting prepares to fight back against charges based on the misdeeds of the few, he said. "First we are taking steps to clean our house," he said. "Second, we will tell as vividly as we can the tremendous story of broadcasting. Finally we are acting to preserve unimpaired our essential freedom."

The 63 students attending the seminar participated in 6:15 a.m.-to-midnight study, discussion and classroom sessions. William P. Gormbley Jr., assistant dean in charge of advanced management at Harvard, was administrator. Dr. J. Sterling Livingston of the school directed academic work and took part in classroom sessions. Charles H. Tower, NAB tv vice president, handled organization of the project for NAB. Broadcast executives in the seminar were:

Kenneth R. Giddens, WKRG-AM-TV Mobile, Ala.; Carter Hardwick, WSFA-TV Montgomery, Ala.; Homer Lane, KOOL-AM-TV Phoenix; Charles J. Saunders, KCLS Flagstaff, Ariz.; Robert W. Breckner, KTTV (TV) Hollywood; Charles H. Kinsely, Jr., KHSL-AM-TV San Francisco; Allen T. Gilliland, Jr., KNTV (TV) San Jose, Calif.; Louis S. Simon, KPIX (TV) San Francisco; Jon S. Kelly, KCRA-TV Sacramento; Clayton H. Brace, KLZ-AM-TV Denver; Robert D. Ellis, KCHX, KKTV (TV), KFMH (FM) Pueblo, Colo.; Robert S. Tyrol, WTIC Hartford, Conn.

William Holm, WLPO LaSalle, Ill.; Robert B. King, WSOY Decatur, Ill.; Joe Baisch, WREX Rockford, Ill.; John B. Babcock, WLWI (TV) Indianapolis; Eldon Campbell, WFBM-AM-TV Indianapolis; Richard M. Fairbanks, WIBC Indianapolis; Lew Van Nostrand, Jr., WMT-TV Cedar Rapids, Iowa; Cleve J. Brien, WNOE New Orleans; T.B. Lanford, KALB-AM-TV Shreveport, La.; Francis H. Farnum, Jr., WGAN Portland, Me.; William H. Rines, WCSH-AM-TV Portland, Me.; James E. Allen, WBZ-TV Boston; Israel Cohen, WCAP Lowell, Mass.; Theodore Jones, WCRB Waltham, Mass.; Joseph F. Butler, WKIZ Kalamazoo, Mich.; Herbert W. Lester, WOIA Ann Arbor, Mich.; C. Wayne Wright, WALM Albion, Mich.; James Schiavone, WWJ-TV Detroit.

G. David Gentling, KROC Rochester, Minn.; Lawrence F. Haeg, WCCO Minneapolis; Samuel A. Burk, KIRK Kirksville, Mo.; James F. Jae, Jr., KHMO Hannibal, Mo.; Chester L. Thomas, KXOK St. Louis; Dale G. Moore, KGVO Missoula, Mont.; A. James Ebel, KOLN-TV Lincoln, Neb.; William A. Martin, KMMJ Grand Island, Neb.; Joseph O. Jasmin, WKNE Keene, N.H.; Paul Adanti, WHEN-AM-TV Syracuse, N.Y.; Van Beuren DeVries, WGR-AM-TV Buffalo; Selvin Donneson, WWRL Woodside, L.I.; C. George Henderson, WSOC-TV Charlotte; Kenneth I. Tredwell, Jr., WBTV (TV) Charlotte; William A. Ekberg KFYR-AM-TV Bismarck, N.D.; Carl E. George, WGAR Cleveland; Roger B. Read, WKRC-AM-TV Cincinnati; George J. Gray, WLWD (TV) Dayton; Warren Williamson III, WKBN-AM-TV Youngstown, Ohio; William A. Hillebrand WMHE-FM Toledo; Norman P. Bagwell, WKY-AM-TV Oklahoma City.

Robert H. Sauber, WTIV Titusville, Pa.; Raymond W. Welpott, WRCV-AM-TV Philadelphia; Joseph P. Dougherty, WPRO-TV Providence, R.I.; Irving C. Waugh, WSM-TV Nashville; Norman A. Thomas, WDNT Chattanooga; Bob A. Roth, KONO-TV San Antonio; George K. Utley, WFAA Dallas; Jon A. Holiday, WHYE Roanoke, Va.; Dan Hydrick, WGH Newport News; Saul Haas, KIRO-AM-TV Seattle; and John T. Gelder, WCHS-TV Charleston, W.Va.

Access case appealed

The right to take pictures on streets and sidewalks adjacent to Fulton County courthouse, Atlanta, is asserted by Atlanta Newspapers Inc. (WSB-AM-FM-TV) Atlanta in an appeal to the U.S. Supreme Court. Appeal papers and transcript of the case have been filed with the court.

A ban in such photography was imposed by Superior Court Judge Durwood Pye, the order being upheld by the Georgia Supreme Court. The appellant argues that Judge Pye's ban constitutes abridgement of freedom of the press. The Constitution, it is declared, gives a newspaper the same right to gather news as to publish it.

Three win RFE award

Three broadcast stations have been named winners of a nationwide competition to promote the 1960 Radio Free Europe Truth Message program. The three, KBIG Catalina Island, Calif., WAMS Wilmington, Del., and KGLO-TV Mason City, Iowa, were chosen as those stations which made the best promotional effort to enlist public participation in the Truth message program.

An inspection tour of RFE's European headquarters in Munich and the shortwave transmitter site near Lisbon will be awarded a representative from each station.

CHIEF ENGINEER'S REPORT ON RCA-5762

RCA
5762
7C24

No Signs of Deterioration After Seven Years On-Air

Larry Larson—Acting Chief Engineer at KSTP-TV, St. Paul says:

"Seven RCA-5762s were placed in service in our aural transmitter in January, 1953. *Five of them are still in service after 47,600 hours.* One tube was removed at 37,620 hours, and another after 45,481 hours. The five originals still in service show no signs of deterioration, and look like they've got a good many more hours in them. These tubes have been working mighty hard at KSTP-TV. I think this is outstanding tube performance."

Such extremely long life is exceptional, but many TV broadcasters are discovering, like KSTP-TV, that proper care of their RCA-5762s can help to extend tube life well beyond normal expectancy. And this means substantial reductions in transmitter downtime as well as lower cost per tube hour of operation.

Your RCA Distributor of broadcast tubes is the man to call whenever you need tubes for broadcasting or telecasting operations. He'll always give you prompt, efficient service.

RCA Electron Tube Division, Harrison, N. J.

RCA ®

The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA

Changing hands

ANNOUNCED ▪ *The following sales of station interests were announced last week subject to FCC approval:*

▪ WKTG Thomasville, Ga.: Sold by James E. Rivers to Bolling Branham and Mrs. Emma Behan for $90,000. Mr. Branham is the former owner of the weekly *Douglas County* (Ga.) *Sentinel.* Station is 1 kw daytimer on 730 kc. Broker was Blackburn & Co.

▪ KRNR Roseburg, Ore.: Sold by *Roseburg News-Review* to Robert Johnson and associates of Tucson, Ariz., for $80,000. KRNR is on 1490 kc with 250 w. Transaction was handled by Wilt Gunzendorfer & Assoc.

▪ WSFB Guitman, Ga.: Sold by Emerson W. Browne to J.E. Boyd of Landrum, S.C., for $45,000. Mr. Browne retains interests in WRFB Tallahassee, Fla., and WCLB Camilla, Ga. WSFB is 250 w daytimer on 1490 kc. Transaction was handled by Paul H. Chapman Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 83).*

▪ WKOW-AM-TV Madison, Wis.: Sold by Stewart Watson and associates to Midcontinent Broadcasting Co. for $925,000. Midcontinent principals are N. Lawrence Bentson, Joseph L. Floyd and E.R. Ruben who also own WLOL-AM-FM Minneapolis-St. Paul, KSO Des Moines, and KELO-AM-TV Sioux Falls, KPLO-TV Reliance, KDLO-TV Florence, all South Dakota. Commissioner Robert T. Bartley dissented.

▪ WDAY-AM-TV Fargo, N.D.: A 55.56% interest sold by E.C. Reinecke and wife to Forum Publishing Co. *(Fargo Forum)* for $900,000. Forum Publishing Co. is headed by N.D. Black Jr., who with family already owned remainder of WDAY Inc. Mr. Reinecke holds a 10% interest in KCMT (TV) Alexandria, Minn., and in KSOO-AM-TV Sioux Falls, S.D. He will remain with WDAY as president. Commissioner Robert T. Bartley dissented and stated that in the light of the local objection to the sale and the concentration of media of communication in the area, he favored a 309 (b) letter to determine whether the public interest would be served through such concentration in a single area.

▪ KGIL San Fernando, Calif.: Sold by Pierce P. Brooks and associates to Buckley-Jaeger Broadcasting Corp. of California for $600,000. Principals include Richard D. Buckley and John B. Jaeger. Buckley-Jaeger Broadcasting is owner of WHIM Providence, R.I., WDRC Hartford, Conn., and is proposed purchaser of WORL Boston.

▪ WPDQ Jacksonville, Fla.: Sold by Robert R. Feagin and James R. Stockton to WPDQ Inc., which is owned by Ohio Broadcasting Co., for $507,000. Ohio Broadcasting is headed by Eugene Carr and is a subsidiary of Brush-Moore Newspapers *(Canton Repository,* etc.). It is licensee of WHBC-AM-FM Canton, Ohio. Commissioner Robert T. Bartley dissented.

▪ WIST Charlotte, N.C.: Sold by Broadcasting Co. of the South to Carolina Broadcasting Co. (Cox group) for $507,500. Carolina Broadcasting owns WSOC-AM-FM-TV Charlotte and purchase of WIST there is contingent on disposal of WOSC. Cox group in addition owns WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, and 42.5% of WCKR-WCKT (TV) Miami, Fla. Commissioner Robert T. Bartley dissented.

▪ KIUP Durango, Colo.: Sold by R.E. (Pat) O'Brien and associates to Ralph Louis Atlass, son of the vice president of WIND Chicago and most recently with Am Radio Sales, Chicago, for $330,000.

▪ KOME Tulsa, Okla.: Sold by Charles W. Holt and associates to Franklin Broadcasting Co. for $315,000 including $15,000 consultation fee. Franklin Broadcasting is part of William F. Johns groups, which also includes WMIN St. Paul, WLOD Pompano Beach, Fla.; KRIM Mason City, Iowa, and WYFE New Orleans. Johns group is also buying WILD Boston. Commissioner Robert T. Bartley dissented.

▪ WCBC Anderson, Ind.: Sold by Civic Broadcasting Corp. to Radio WBOW Inc. (J.W. O'Connor, president) for $185,000. Radio WBOW is licensee of WBOW Terre Haute, Ind., while Mr. O'Connor has interests in WPFA Pensacola, Fla., WCVS Springfield, Ill., and KLEE Ottumwa, Iowa.

▪ WZIP Cincinnati, Ohio: Sold by Edward D. Skotch and associates to Carl H., Richard E. and Robert D. Lindner for $183,000 plus consulting agreement and assumption of liabilities. Messrs. Lindner own a number of retail food and dairy outlets in the greater Cincinnati area.

▪ KGEE Bakersfield, Calif.: Sold by Marterto Productions Inc. and Seer Inc. to KMO Inc. for $110,000. Owners are Carl D. and Carl E. Haymond, who also own KWG Stockton, Calif., and KIT Yakima, Wash.

Outstanding Exclusive Properties

New England Independent ***$200,000***

Powerful daytime station in a major New England market. Showing consistant gains and has real growth features. 29% down, balance 5 years.

Mountain States ***$150,000***

A long established 5 kw network station. Excellent opportunity for owner-manager. 29% down, balance 5 years.

Midwest ***$275,000***

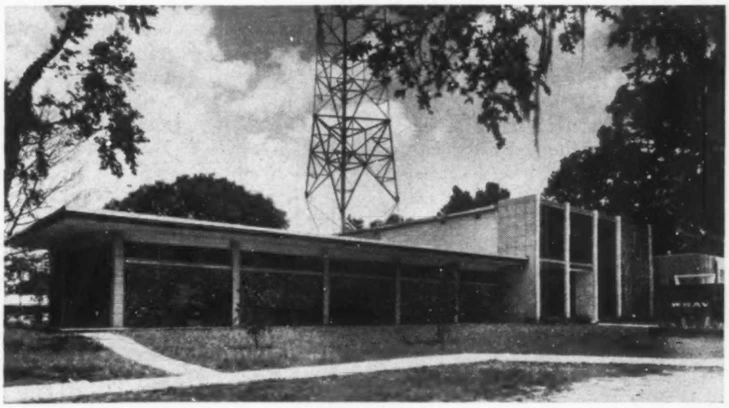
Very profitable fulltime operation in excellent Midwest medium market. One half down, balance 5 years.

NEGOTIATIONS—FINANCING—APPRAISALS

Blackburn & Company Inc.

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.: James W. Blackburn—Jack V. Harvey—Joseph M. Sitrick—Washington Building, Washington, D.C.—ST 3-4341.
MIDWEST: H. W. Cassill—William B. Ryan—333 North Michigan Avenue—Chicago, Illinois—FInancial 6-6460.
SOUTHERN: Clifford B. Marshall—Stanley Whitaker—Robert M. Baird—Healey Building, Atlanta, Georgia—JAckson 5-1576.
WEST COAST: Colin M. Selph—California Bank Building—9441 Wilshire Boulevard—Beverly Hills, California—CRestview 4-2770.



More power ▪ Dedication ceremonies were held Saturday (July 23) at the new broadcasting center of WSAV-AM-TV Savannah, Ga. When the switch was thrown to activate the new transmitter, the ch. 3 tv station became three times as powerful, going from 33 kw to 100 kw. The ceremonies were attended by Georgia's Gov. Ernest Vandiver, Sen. Herman Talmadge (D.-Ga.), Gov. Ernest Hollings of South Carolina and other dignitaries. A televised "guided tour" of the new plant was aired for viewers with actual open house held the following day (Sunday).

The tv tower is 521 ft. high and weighs over 100 tons. The foundations consist of three huge concrete and steel pads, which are anchored to clusters of heavy steel beams extending 90 feet into the ground.

The building, located on West Victory Drive, has a glass front which permits passers-by to look through the reception area into the main tv studio. It is constructed of cut stone and old Savannah gray brick reclaimed from a razed historic building. The plant, with all-new equipment and landscaping, cost about $1 million, according to Harben Daniel, president and general manager. The center occupies an entire block.

Oregon stations form 15 market network

Formation of a 15-station radio group in Oregon, the Big-O Network, has been announced by Alan Torbet, president of the station representative firm of Torbet, Allen and Crane.

The group comprises KGRL Bend, KURY Brookings, KYNG Coos Bay, KFLY Corvallis, KORE Eugene, KAJO Grants Pass, KLAD Klamath Falls, KMCM McMinnville, KBOY Medford, KNPT Newport, KKID Pendleton, KQEN Roseburg, KSLM Salem, KODL The Dalles and KTIL Tillamook.

In addition to this 15-station group which can now be bought with one order, the Tri-Mart stations—KLSM, KFLY and KORE—will continue to be sold in two- or three station combinations, as are the Jefferson Empire stations — KGRL, KLAD, KNPT, KAJO, KQEN and KYNG.

Rollins' strike settled

Rollins Broadcasting Inc. has settled its labor dispute with the International Brotherhood of Electrical Workers in the wake of an earlier agreement with the American Federation of Tv & Radio Artists (AT DEADLINE, July 18). Details of contracts with both unions, involving Rollins' WBEE Harvey, are expected to be announced after the pacts are signed Saturday (July 23). The station was strikebound by AFTRA and IBEW last June 9 in a controversy over salary terms, pension-and-welfare program and other demands.

■ Rep appointments

- WCKY Cincinnati: AM Radio Sales as national representative. Firm previously had represented the station only in Chicago, the Midwest and on the West Coast.
- Gray Tv Network (WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla.): Venard, Rintoul & McConnell, N.Y.
- KTNT-AM-FM-TV Tacoma, Wash.: H.S. Jacobson & Assoc., Portland, Ore., as its rep. in that city.
- WTOD Toledo, Ohio, and WTRX Flint, Mich., both properties of Booth Broadcasting Co.: Broadcast Time Sales, N.Y.
- WMOU-AM-FM Berlin, N.H.: Kettel-Carter, Boston.

PROPERTIES
FOR SALE

EASTERN

Profitable daytimer in one of the top twenty markets. Unlimited potential. Excellent frequency with 1000 watts power. Priced to sell at $450,000.00. 29% down and seven years payout.

WASHINGTON, D.C.
1737 DE SALES ST., N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

5000 watt fulltime Midwestern station in city of over 100,000 population. Present owners under financed and anxious to sell. Grossing about $90,000 and priced at $125,000 with terms available.

Midwestern daytimer in rich agricultural area now grossing an average of $11,000 monthly and showing good profit, priced at $180,000 on fair terms.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2743
RICHARD A. SHAHEEN

SOUTHWEST

This station is just a little over a year old. It is now doing $10,000 per month. Fully equipped. Rents transmitter land for $12.50 month on long lease. Rents studio at $150 per month. Here's a real money-maker in a small station. 29% down, 5 years to pay. Available only to qualified buyer.

DALLAS
1511 BRYAN ST.
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS

WEST

Fulltime radio station in sunny growth state. Sale includes $20,000.00 land-building. $75,000.00 with $20,000.00 down and balance over ten years.

SAN FRANCISCO
111 SUTTER ST.
EXBROOK 2-5671
JOHN F. HARDESTY

HAMILTON-LANDIS & ASSOC., INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

WTHI-TV
the
Number One
single station
market
in
America!

WTHI-TV is a single
station market of
217,400 TV homes.

An advertising dollar
on WTHI-TV delivers
more TV homes than
many dollars in a
multiple station
market.

CBS
TELEVISION

WTHI-TV
CHANNEL 10
TERRE HAUTE,
INDIANA

Represented by THE BOLLING CO.

VOA GRASS ROOTS 27 radio stations provide USIA shows

The story of America, from its "grass roots" level, is being aired overseas through the cooperation of American broadcasters. The U.S. Information Agency announced that 18 radio stations have already produced, or have in production, "local scene" documentaries for overseas broadcast by the Voice of America. Nine more stations have programs in the planning stage.

The cooperative arrangement between American radio stations and the VOA "is designed to project an effective and positive picture of the U.S. to the rest of the world," Henry Loomis, VOA director, said. The purpose of the project is to give overseas listeners an "on-the-scene" view of American life.

These contributions from the radio industry are in addition to many existing shows which VOA has been acquiring from domestic stations and networks for overseas broadcasts.

John Wiggin, director of the project for VOA, lists the following programs which have already been broadcast or are being readied:

"The Story of a Valley", a half-hour program on the 50th anniversary of Harlingen, Tex., produced by KWKH Shreveport, La., was broadcast April 25.

A 30-minute program on the Central California Valley Water Project, prepared by KFRE Fresno, Calif., was broadcast June 13.

"Fourth of July, 1960", a half-hour program by WFIL Philadelphia, was scheduled by both the Voice and Radio Ceylon for that day.

"Portrait of New England", a one-hour program which was broadcast by WBZ Boston, on June 3, will be aired by VOA in two half-hour installments in August.

WJR Detroit, and Wayne State U. provided complete coverage of the Third Annual McGregor Conference, the so-called "Detroit Adventure."

WMT Cedar Rapids, Iowa, has done the "Amana Story" in two half-hour programs and photographs for promotion of the broadcasts have been sent to USIA overseas posts.

WBAP Fort Worth, has in production a documentary entitled, "Do Texans Brag?", which features prominent Texas writers.

WBT Charlotte, N.C., is working on five half-hour programs projecting the Southeastern States.

WDSU New Orleans, is readying a documentary on the Port of New Orleans.

WKRS Waukegan, Ill., will offer the Voice's overseas audiences documentaries on the skyrocketing American demand for outboard motors. The Evinrude-Johnson factory is in Waukegan.

KING Seattle, Wash., has begun four programs on the Puget Sound area.

WFPG Atlantic City, N.J., will do a series of man-in-the-street interviews on the boardwalk which will give listeners in the Soviet orbit a chance to compare our workers' vacations with their own.

WHLI Hempstead, L.I., is working on a documentary of a typical community-service radio station in a large but non-metropolitan market, and a documentary on Nassau County, L.I.

KEX Portland, Ore., is beginning a comprehensive documentary on the Pacific Northwest.

WIBW Topeka, is producing a documentary on the State of Kansas.

WDTR (FM) Detroit and the Detroit Board of Education has in production a half-hour documentary illustrating the operation of educational radio, including examples of classroom radio.

WMBD Peoria, Ill., has in the developmental stage a documentary on "Peoria, Railway Center."

WNBF Binghamton N.Y., is developing a half-hour documentary on the American shoe industry, as exemplified by the Endicott-Johnson factories.

Radio stations with special VOA "Grass Roots" programs indicated for production this fall are: KMOX St. Louis, Mo.; WOW Omaha, Neb.; KSL Salt Lake City, Utah; WNYC New York City; KVOS Bellingham, Wash.; WTMJ Milwaukee, Wis.; KLIK Jefferson City, Mo.; WBUD Trenton, N.J. and KSTP Minneapolis, Minn.

AB-PT profit up 45% over first-half 1959

American Broadcasting-Paramount Theatres Inc. chalked up record net operating profits during the first six months of 1960 and the second quarter of the year, Lonard H. Goldenson, AB-PT president, reported last Friday (July 22).

Net operating profit for the first six months of 1960 was reported at $5,653,000, or $1.35 a share, said to be an increase of 45% over the $3,886,000, or 90 cents a share, for the corresponding period of 1959. For the second quarter, estimated net operating profit was listed at $2,317,000, or 55 cents a share, as against $1,573,000, or 36 cents a share, reported last year.

Mr. Goldenson stated that the ABC broadcasting division "continued the improvement shown earlier this year," and added that for the second quarter, ABC-TV showed "a larger increase in gross time billings than that of the other networks—an increase of approximately 30% over the same three months of last year."

Code membership urged by Cliff Gill

Members of the Southern California Broadcasters Assn. were urged Thursday (July 21) to take out "business interruption insurance" by subscribing to the NAB Radio Code, now open to all radio broadcasters, not only NAB members.

Cliff Gill, owner of KEZY Anaheim, Calif., chairman of the Radio Code Board, told his fellow SCBA members that "not since the days of the Blue Book" has broadcasting faced such a hostile attitude from persons high in government. The FCC under Chairman Frederick Ford, is "taking a much tougher attitude than at any time since the New Deal," he stated.

Warning that the amendment to the law empowering suspension of station licenses is much more than an idle threat and could well become a reality, Mr. Gill declared that only a definite showing that the broadcasters are strongly behind their own industry

now more than ever Keystone makes sense and dollars too!

here's how:

1 Keystone has 1100 locally programmed radio stations covering 54% of all radio homes in the U.S.A.

2 Keystone has 86% coverage of all farm markets in the country.

3 Keystone offers plus merchandising tailored to your campaign needs at no cost to you.

4 Keystone covers Hometown and Rural America at the lowest cost.

Write for our complete station
list and our farm market survey.
They're yours for the asking.

KBS
Keystone
BROADCASTING SYSTEM, INC

San Francisco
57 Post St.
Sutter 1-7400

Detroit
Penobscot Building
WOodward 2-4505

Los Angeles
3142 Wilshire Blvd.
Dunkirk 3-2910

New York
527 Madison Ave.
Eldorado 5-3720

Chicago
111 W. Washington
State 2-8900

A Media Plan Without Negro Radio Is Like Ham Without Eggs!

No matter what other media you're using, if you haven't discovered Rounsaville Radio's six Negro markets you are overlooking an 824 million dollar consumer group. That's what 1,433,000 Negroes in the Rounsaville Radio area have ready to spend *AFTER* taxes each year. More than 80% of their money is spent on consumer items alone. Incomes are up 192% since World War II! To make sure you're getting your share of nearly one billion dollars, use Rounsaville Radio! All six Rounsaville Radio stations are Number-One Rated by *BOTH* Pulse and Hooper. Get the facts! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

An Advertiser's dream is a captive audience pre-conditioned to buy *his* product. The nearest thing to this is Rounsaville Radio—100% programmed to the Negro audience. Negro performers tell your sales story to their Negro listeners, and believe me, they buy! A proper part of your budget must go to Rounsaville Radio or you miss this market! We are one of the oldest and *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

Buy One or All—Discounts With Two or More!

ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE Owner-President
HAROLD F. WALKER V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO. Nat'l Rep.
DORA-CLAYTON Southeastern Rep.

codes can convince Congress that this legislation is unnecessary.

"Our licenses are at stake," he warned. "Now is the time to stand up and be counted, to subscribe to the Radio Code. At a maximum cost of $30 a month, it's pretty cheap insurance."

■ Media reports

KBCO ad rules ■ Commercials at KBCO(FM) San Francisco are programmed at quarter-hours only, included in the station breaks or following 12½ minutes of uninterrupted musical or feature programming and are limited to eight minutes per hour, Orville C. Schumacher, general manager, has announced. KBCO is also following the example set by Western FM Sales, Los Angeles station representative (BROADCASTING, July 11), and is allowing 20% commission to agencies instead of the traditional 15%.

New MBS stations ■ Mutual reported last week that nine new affiliates joined during July. They are KDUB Lubbock, Tex.; WEEP Pittsburgh; WHBO Tampa, Fla.; KJOE Shreveport, La.; KOKK Keokuk, Iowa; WGEA Geneva, Ala.; WPTX Lexington Park, Md.; WMSR Manchester, Tenn., and WEAT West Palm Beach, Fla.

Upstate friends ■ Three upstate New York stations got together to insure a Buffalo showing of the July 10 *Meet the Press* (with Senators Kennedy, Symington and Johnson). When it became certain that WGR-TV, because of previous commitments, would not be able to air the show, it gave permission to that city's etv station WNED-TV to go ahead. WNED-TV, because of cost problems, was unable to bring the show into Buffalo over special telephone transmission lines. WSYR-TV Syracuse came to the rescue by videotaping the *Meet the Press* segment to be shown in Buffalo the following day. WNED-TV is New York State's only etv station.

Video tape for L.A. ■ New studios for KCOP (TV) Los Angeles, to be completed within the next month, will house two separate video tape recording installations, a new, fully-equipped mobile video tape unit and three special effects systems for the station's commercial video tape department. Facilities for KCOP are now undergoing major construction and remodeling at the Hollywood headquarters of the broadcast division of the NAFI Corp., 915 N. La Brea.

Cutback ■ Cascade Television will cut down the number of personnel employed by its KLEW-TV Lewiston, Idaho, effective Aug. 1, and almost all programs will originate from its KIMA-TV Yakima, Wash., of which KLEW-TV is a satellite. Ben Shropshire, manager of the Lewiston station, will maintain offices at Cascade's KEPR-TV Pasco, Wash., where all Lewiston advertising will be filmed and produced. The KLEW-TV staff will be cut from 16 to 5 men, who will function as a technical and engineering staff. Cascade will retain at least five of those cut in the reduction in other capacities within the parent company, it was reported.

PGW expansion ■ Peters, Griffin, Woodward Inc., station rep firm, has increased the office space of its New York headquarters at 250 Park Ave. The entire 18th floor and part of the 16th floor are now in use as PGW's central offices. Extensive alterations have been completed on the 16th floor for the radio division, which has a complete operating unit of its own. The tv division will expand into additional office space on the 18th floor.

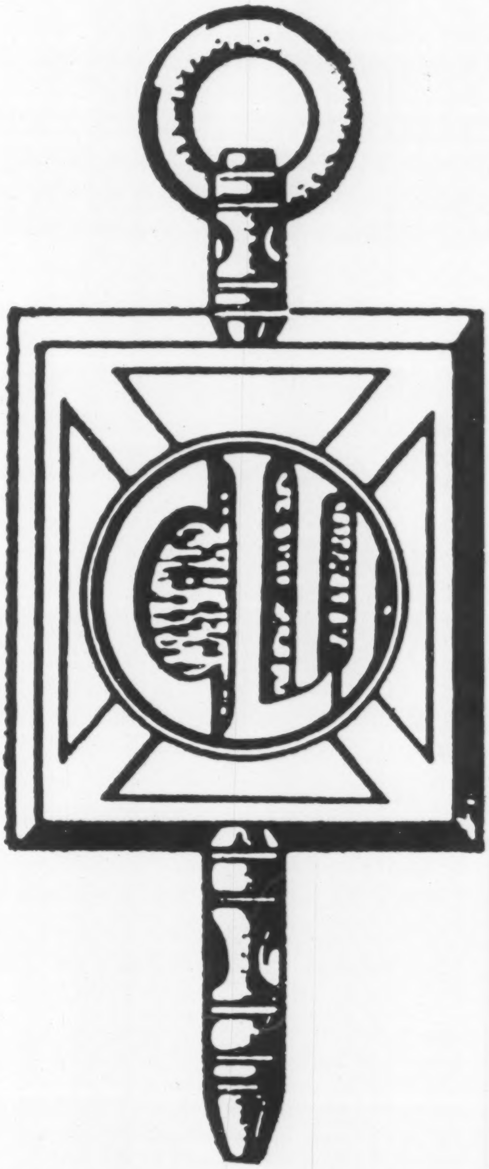
Big-sound policy ■ WAMP Pittsburgh has announced a new music policy which emphasizes records with "full orchestration" and excludes small jazz combos, rock 'n' roll and instrumental solos. Vocal numbers will be kept to a maximum of two per half hour. Talk will be kept to a minimum with no interruption between records and time, temperature, name of selections and commercials being the only announcements sanctioned.

Co-op venture ■ Cooperation between catv and etv has paid off in Alabama. Muscle Shoals Tv Cable Corp. (Jerrold Electronics) installed a micro-wave and additional cable on its service to program telecasts of the Alabama etv network. To promote the move of the cable company, the etv office prepared numerous articles and stories for publication in two daily newspapers and two weeklies published in the northwestern section of the state. To insure that the articles were published, Muscle Shoals bought quarter-page ads in the publications.

Colorful WGN-TV

WGN-TV Chicago will boost its color programming schedule to nearly 33 hours this coming week, primarily because of a substantial number of baseball telecasts. The Chicago *Tribune* station will carry 25 hours of color on CUBS coverage alone, starting yesterday (July 24), plus regular tint fare, bringing the color total to a new station high.

...WHAT IT CAN MEAN TO YOU



SOMEDAY you may wear this key and when you do the initials C.L.U. will appear after your name in print—on your business card.

It's a very important designation, that of Chartered Life Underwriter, and you earn it by proving that you qualify by experience, moral character and by long and thorough study of insurance and its many allied subjects.

In order to earn your key, you must have passed demanding examinations in all forms of life and health insurance as well as in related areas of law, taxation, economics and finance.

This means that the American College of Life Underwriters has found you qualified to give insurance advice and service precisely shaped to your clients' needs—to solve complex problems of business and group insurance.

Each year, more and more experienced life underwriters study for the C.L.U. designation. They do it because they are proud of their profession, and want to bring an ever higher degree of competency and skill to it.

Metropolitan Life
INSURANCE COMPANY
A MUTUAL COMPANY
1 Madison Ave., New York 10, N.Y.

THE LIGHT
THAT
NEVER FAILS

WBC MAKES OWN NEWS NETWORK

Daily leased voice wire interconnects all of group's stations

Establishment of a daily leased-wire telephone interconnection among all Westinghouse Broadcasting Co. stations to augment news programming was announced last week by WBC. After the Republican convention, the principal origination point will be Washington.

This new step in the continuing expansion of independent news coverage by the multiple-station radio-tv group was taken following successful use of the voice-wire facility for WBC's extensive coverage of the Democratic convention in Los Angeles. It will play a major role in WBC news activity in Chicago this week during the Republican convention. A 20-man WBC news staff will supply news in depth, commentary and discussion, and facilitate inter-station networking of live, taped and film programs for both radio and tv.

The new leased voice wire will be operated two hours daily, seven days a week. It will be used one hour in the morning and another hour in the late afternoon. After the Chicago convention, the wire will be fed chiefly by the WBC news bureau in Washington, where WBC's European coverage also will be inserted, but in the event of spot news breaks in the area of any of the WBC outlets, the origination of the feed can be shifted. Jim Snyder heads WBC's Washington bureau.

WBC's news staff has quadrupled in the last few years as permanent bureaus have been set up not only in Washington but also in London and the Far East.

Interconnected by the new voice news line are these WBC outlets: WBZ-AM-TV Boston, WJZ-TV Baltimore, KDKA-AM-TV Pittsburgh, KYW-AM-TV Cleveland, WOWO Fort Wayne, WIND Chicago, KEX Portland, Ore., and KPIX (TV) San Francisco.

Chicago Repeat ■ At Chicago, as at Los Angeles, WBC newsmen are assigned to state delegations from their own station areas.

Richard Pack, WBC vice president-programming, said, "This adds a dimension and expert insight into news not possible unless the reporter is totally familiar with state leaders and delegations." WBC claimed a series of important news exclusives and beats at Los Angeles, including "firsts that made news for newspapers." Mike Wallace is credited by WBC with an exclusive interview with Sen. Jack Kennedy, breaking news of his civil rights views.

WBC NEWSMEN GO TO THE SOURCE

Jim Snyder (r) interviews Kennedy

Much of this specialized service was fed to two correspondent stations—WNTA New York and WWDC Washington—as well as the WBC group.

In what is called a "massive news-in-depth" thesis, WBC takes the position that first-class news sells. Advertiser response to the convention coverage and election night service was good. KYW was bought by Thorofare Markets, WOWO by First Federal Bank and KYW by Miller's beer.

Sponsor Interest ■ "We live in a contemporary world," said Bink Dannenbaum, WBC sales vice president. "The advertiser knows this, which perhaps is the reason sponsors are more enthusiastic than ever before about news and public service programming." The tv portions of WBC's political coverage were not for sale as they are integrated into existing programs.

WBC likes to recall such "beats" as the first U.S. telecast of Sputnik I, later made available to networks and other media; exclusive interview with the Dalai Lama after his escape from Tibet; interview with Prime Minister Nehru of India; interviews with East German government officials; coverage of the Lebanon crisis when a WJZ-TV newsman is claimed to have landed ahead of the Marines.

A WBZ-TV news team recently covered 20,000 miles in Africa. Betty Adams, newswoman, and Richard Smilgis, camera, brought back 10,000 ft. of film for a series on the Dark Continent. At the same time another team, Mel Bernstein and Phil Galligan, was doing a documentary in Korea.

Here's the way the Chicago conven-

In Roanoke in '60 the Selling Signal is SEVEN...

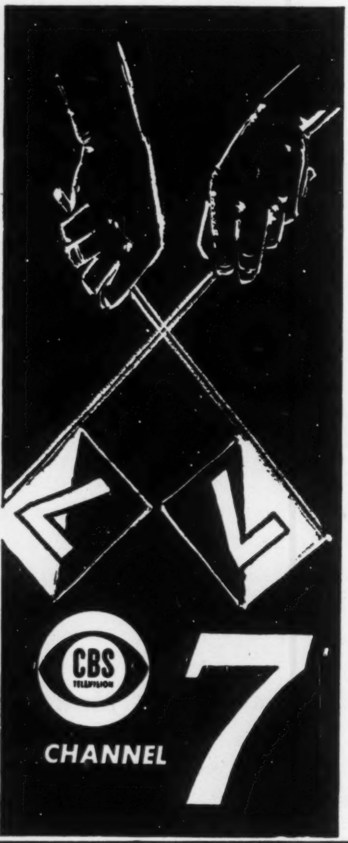
Wig-wagging will get you nowhere, but your selling message on WDBJ-TV will go into over 400,000 homes in Virginia, N. Carolina and W. Va. . . . a rich and growing Television Market of nearly 2,000,000 people.

You can sell like sixty on seven. In Roanoke, seven is *WDBJ-TV* . . . best in sight, day or night, for higher ratings at lower cost. Your only station in this area offering CBS network shows — *plus* superior local programming, *plus* hard-hitting merchandising assistance.

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia



tion team will work: Mr. Snyder will cover the Pennsylvania delegation and Vice President Nixon; Mike Wallace from New York will cover the New York state delegation and Gov. Rockefeller as well as handle interviews; Mr. Sheean, far eastern bureau chief, will be roving correspondent at caucuses; Jerry Landay, WBZ-TV news director, will handle New England; Ann Corrick, Washington, will follow the Maryland delegation and Sen. Everett Dirksen; John Bell, WIND, will cover Illinois delegates; Sid Davis, Oregon and California; Hal Cessna, Indiana delegation, and Gary Franklin, the Ohio delegation.

Getting Ready ■ WBC coverage of the primaries began in March when WBZ provided a news team for the New Hampshire voting. Similarly Wisconsin, Indiana, Ohio and District of Columbia primaries were reported. The campaign will be reported through whistle-stopping tours, with local WBC stations assisting.

Months of planning have gone into election night coverage. Each station will have its own information center, fed from polling places by stringers, mobile units and the New York WBC headquarters which will coordinate efforts of the London and Washington news bureaus.

Separated from the news operation is WBC's editorial programming policy. The radio and tv on-the-air editorials are usually delivered by the local WBC vice president or area vice president. A wide range of topics is covered. The only requirement—editorials must deal with something significant.

Syndication ■ In a concurrent development, WBC has gone into the syndication business in a preliminary way. *American Civil War,* a tv documentary, is being syndicated to a large number of stations through Trans-Lux. *Washington Viewpoint,* on radio, is carried by WNYC New York and WWDC. American Forum of the Air has been carried by WNEW-TV New York and WTTG (TV) Washington.

Does all this news activity pay?

"Yes, it pays," said Donald H. McGannon, WBC president. "First, the commercial status of our news programming is strengthened and they are more constantly sponsored. Second, we further recoup costs by the improved acceptance of our stations in their markets."

As to syndication, he said, "Frankly, we want to develop our own station service to our satisfaction before entering syndication seriously. When we're satisfied, we may expand. Currently our syndication provides greater circulation for public service programming, where there is nothing basically competitive."

RUSH
FAYETTE
UNION
IND.
FRANKLIN
BUTLER
WARREN
CLINTON
ECATUR
HAMILTON
CINCINNATI
DEAR-BORN
CLERMONT
RIPLEY
OHIO
BOONE
KENTON
CAMP-BELL
BROWN
SWITZER-LAND
JEFFERSON
GALLATIN
CARROLL
TRIMBLE
GRANT
PENDLE-TON
BRACKEN
MASON
ROBERT-SON
OWEN
HARRISON
HENRY

IN THE RICH
TRI-STATE
CINCINNATI
RADIO AREA

WCKY
IS
SOME BUY!

...and all you have to do to prove it, is match yesterday's, today's or any day's Nielsen Station Index of homes reached against cost. You'll come up with a cost-per-million that'll shake the machine down to the last decimal. That NSI is clear proof that the one way to use one station to cover that market is to put the marbles on WCKY. Check Tom Welstead and AM Radio Sales.

WCKY • 50,000 WATTS
CINCINNATI RADIO

THAT PROGRAM CONTROL ISSUE

It rears its head again at special FCC meeting today

Two documents of vital interest to licensees and the programming of their stations will be before the FCC at a special meeting called for 10 a.m. today (Monday).

One, which maintains that the commission should pass on programming judgments of broadcasters, was submitted four weeks ago under FCC edict by the Network Study Staff (Closed Circuit, July 4). It has been called outright censorship in some quarters.

The second proposal is more limited in scope and draws a well-defined distinction between the commission's lack of authority to control individual programming and areas where the FCC can and should exert proper regulation over licensees and certain network functions. It was submitted at a special FCC meeting July 14.

The second course of action was offered following early discussions—and severe criticism in some corners—of the Network Study Staff document, prepared under the direction of Chief Ashbrook P. Bryant. It encompasses over 300 pages and reportedly recommends that stringent controls be exerted in certain areas of programming.

Major Agreement ■ One area in which both documents agree, and where Chairman Frederick W. Ford already has given his public endorsement, would completely revise the programming sections of applications for new facilities and renewals. It has been proposed that applicants and licensees be required to give a detailed, narrative account of programming plans. This would entail (1) a description of each program, (2) steps taken to determine the broadcast needs of the community served, (3) what has been done and will be done to fulfill these needs.

Any licensee who does not live up to the promises made—does not have an adequate explanation—can expect a rapid and decisive crackdown by the commission, it was reported.

The two documents are said to differ on whether the commission can require certain types and amounts of programming in specified hours. Yes, says the Bryant proposal, while the second paper takes the position that this would be censorship and therefore a subject guaranteed broadcast freedom by the First Amendment.

This view places emphasis on the freedom of speech constitutional provision as applicable to broadcast stations as well as street corner orators. It also specifies that whether a program is commercial or sustaining is of no concern to the commission and has no bearing on the "public service" output of the station.

Both documents have been submitted in the form of proposed rulemaking and are a continuation of the commission's broad inquiry into programming practices in general. Mr. Bryant's office was instructed last May to propose new rules to meet the changing needs of broadcasting (Broadcasting, May 9).

Commission Thinking ■ It was reported that a majority of the commissioners are leaning toward the less-restricting second proposal although the final rulemaking order probably will contain portions of both. A spokesman said last week that it is doubtful if any action will be taken prior to the August FCC recess, which begins next week. Another line of thought holds that rulemaking should be issued as soon as possible, assuming the seven commissioners can come to agreement this week.

The subject under present FCC consideration had its genesis with the Barrow Report issued on tv network practices three years ago. An overall inquiry into programming was begun early last year and two rounds of hearings have been held. The latest included 19 days of testimony before the commission *en banc* covering two months and nearly 100 witnesses last December-January. A new phase will begin Oct. 5 in Los Angeles (see box, this page).

FCC takes Horace Greeley's advice

Hollywood tv film producers are next in line to face the scrutiny of the FCC in a continuation of that agency's programming inquiry.

Chief Hearing Examiner James D. Cunningham announced last week that hearings would begin in Los Angeles Oct. 5 with special emphasis on film tie-ins in network program selection practices. The California sessions will constitute the third phase of hearings in the commission investigation begun in February 1959.

Earlier testimony was taken last fall in New York from advertisers and their agencies and December-through-February in Washington with the FCC *en banc* sitting for statements from networks, broadcasters, trade associations and the public (Broadcasting, Dec. 7, 1959).

The sessions will be held in the U. S. Court House, 312 N. Spring St., with Mr. Cunningham presiding. Witnesses, most of whom will come from the tv film producing field, will be announced later. Commission counsel will include Ashbrook Bryant, chief of the Network Study Staff, and James Tierney.

FCC's Cunningham
Hollywood-bound

FCC seeks committee for N.Y. uhf study

An industry advisory committee to study the problems inherent in the FCC's New York uhf study has been urged by the commission. The FCC set July 29 as a conference date in which "interested persons" may discuss with the commission the formulation of the committee and plans for the project. The conference will be held in the New Post Office Building, Room 7134, in Washington at 10:00 a.m.

The commission specifically called upon the NAB, the Electronic Industries Assn., the Assn. of Maximum Service Telecasters, the Institute of Radio Engineers, the Joint Technical Ad-

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It TaKes 2
To Match KJEO's
TOP TEN Share

Networkwise, of 3 TV stations here, KJEO delivers to this billion dollar market **5 of the top 10 network shows.** Add to this **locally 6 of the top 10 syndicated programs** and you know why this market **looks first to KJEO.** (Source: Current Nielsen)

ONLY the **only home owned primary network affiliate** can be so at HOME in the **heart** of Central California . . . to program best to get you results **where** they count.

channel 47 KJEO
for Fresno, California
J. E. O'Neill, President
Joe Drilling, Vice President-Gen. Mgr.
W. O. Edholm, Commercial Mgr.

See your H-R representative

visory Committee, the Joint Council on Educational Television, the Television Allocations Study Organization, and the Assn. of Federal Communications Consulting Engineers to send representatives to the conference.

With the blessings of Congress in the form of $2 million (after $250,000 had been lopped off by the House), the FCC is set to construct two superpower uhf tv transmitters in New York to test uhf operations in urban areas. Current plans call for one uhf transmitter to be installed on the Empire State Building with the second located within approximately 15 miles of the first on a separate channel to study any improvement which might be obtained with the simultaneous broadcasting of a single program by two stations on two different frequencies.

The project, long championed by FCC Commissioner Robert E. Lee (BROADCASTING, April 25), will be under the direction of the FCC's Chief Engineer Edward W. Allen. Mr. Allen's office will handle all contracts relating to the project.

The best offer so far received by the FCC came in a $446,000 lease deal from General Electric for the two transmitters. RCA was reported to have wanted $668,000 for outright purchase of its equipment.

FTC TO TAKE A PAYOLA HIATUS

Will allow industry to 'catch up' with law

The first phase of the Federal Trade Commission's attack on the multi-million-dollar payola racket is about to end, it was learned last week.

There have been 98 complaints issued against record manufacturers and distributors since the trade unit leaped into the payola scandal last December. Less than half-dozen more FTC citations are expected to be issued in the next few weeks.

The FTC has entered into consent judgments with 57 firms, all of whom have agreed to give up the practice. A handful of companies have denied the accusations of under-the-counter payments to disc jockeys and other radio-tv personnel—or have claimed that payola is not illegal.

The amount of money involved in the "push" money practice cannot be totaled, an FTC spokesman said last week. He explained that the FTC investigation dug up only one or two instances in each case, just sufficient to "make a case." Total determination of all specific instances was not attempted, he said, since only one or two specifics were sufficient to meet legal requirements.

Industry sources are also unable to pinpoint the total take on payola. One of the reasons is that the practice took on so many forms—in addition to cold cash. Among these were payoffs that were based on percent of sales and gifts in merchandise or entertainment that cannot be easily segregated from legitimate business expenses.

When the next batch of payola complaints is issued, the FTC intends to suspend further investigations to let the industry catch up to the law prohibiting behind-the-scenes payments.

The industry will be watched, however, and if FTC sleuths learn that payola has begun cropping up again, a second major crackdown will be instituted.

This hiatus period was announced some months ago by FTC Chairman Earl W. Kintner. Mr. Kintner warned then that if the payola racket recurred, the FTC would redouble its crackdown.

The FTC jumped into the payola crusade early in December 1959 following the outcry against television quiz scandals. The first move came when FTC officials met with network executives in Washington at which radio and tv advertising were discussed. It was then that Mr. Kintner disclosed that his agency was investigating payola in radio and tv.

Latest Complaints ■ Last week, two complaints were issued against major record manufacturer Capitol Records Distributing Corp., Hollywood, Calif., and Schwartz Brothers Inc., Washington, D.C.

The FTC charged that both companies paid off disc jockeys, station personnel and stations themselves in efforts to have their phonograph records played on the air without the knowledge of the public.

The FTC also announced last week the signing of consent orders with seven record makers and distributors. The agreements are for settlement purposes and do not imply any acknowledgment of guilt. Signing consent judgment:

Ideal Record Products Inc., New York, and its affiliated Ideal Record Products of New Jersey, Newark, N.J.; Fargo Records, New York; King Records Inc., Cincinnati, Ohio; Eric Distributing Co., San Francisco, Calif.; W.S.F. Inc., New York; Southern Record Distributors Inc., Nashville, Tenn., and Field Music Sales Inc., San Francisco, Calif.

Denying charges filed June 3 that it engaged in payola was the Joseph M. Zamoiski Co., Baltimore-Washington record distributor. The firm denied any knowledge of payola and asked dismissal of the complaint.

WSAY'S Rochester protest dismissed

An attempt to rehash the long time controversy centering on the participation of the late Frieda Hennock, former FCC commissioner in the Rochester, N.Y., ch. 10 share-time grant of 1953, was quashed last week by the FCC.

The commission dismissed the protest of WSAY Rochester, losing applicant in the 1953 grant, and upheld its license renewals of WVET-TV and WHEC-TV which share time on ch. 10.

WSAY had protested that a letter received by Rep. John E. Moss (D.-Calif.) from FCC Chairman Frederick Ford "shows that the renewals were improperly issued and . . . not in the public interest." Mr. Ford said in the letter that Miss Hennock was considered "not participating" in the 1953 vote. WSAY declared that if she had been intermittently absent from the meeting room and not wholly absent, the affirmative 1953 vote of three members of the FCC was not the affirmative vote of the majority present (BROADCASTING, July 4).

Dual stock interests charged in Seattle

Alleged "dual stock interests" have caused the FCC to set for hearings the renewal applications of two Seattle broadcast facilities.

The commission advised KING-AM-FM-TV (King Broadcasting Co.) and KIRO-AM-FM-TV (Queen City Broadcasting Co.) that Mrs. A. Scott Bullitt, president and majority owner of King, is a director and stockholder of the Pacific National Bank of Seattle, which holds in trust 11,000 shares of common stock of Queen City.

The commission said that it appears that the bank and its directors hold interests in stations which provide the same broadcast services to substantially the same area.

Guterma conviction is upheld in appeal

The U.S. Court of Appeals in New York last week unanimously upheld the conviction of Alexander L. Guterma, former president of the Mutual Broadcasting System, for conspiracy to defraud the U.S. government and for failing to file financial reports of the F.L. Jacobs Co. with the Securities & Exchange Commission.

Mr. Guterma was convicted and sentenced to four years and 11 months in prison. He was also fined $160,000, but the appeals court reduced this by

WSBT-TV ...SOUTH BEND, INDIANA'S DOMINANT STATION

ERNIE BANKS ON WSBT-TV . . .
(South Bend Banks on WSBT-TV, Too)

The booming bat of Ernie Banks was silent. But only long enough for the Chicago Cubs' slugging shortstop to be interviewed by WSBT-TV's Sports Director, Jim Wilson.

The Banks-Wilson filmed discussion is one of a series of interviews with sports greats that are standard features of WSBT-TV's "Wilson on Sports" (Mon.-Fri., 5:45-6:00 P. M.). This is the top rated sports show in the 3-station South Bend Market. It constantly rates over 20; has an adult audience divided equally between men and women.

With highly rated local shows and popular CBS programs, WSBT-TV delivers Indiana's richest Metro Area . . . per household income is $7553! See your Raymer man for details about the 17 county WSBT-TV market and for remaining availabilities on "Wilson on Sports."

WSBT-TV CBS TELEVISION NETWORK

South Bend, Indiana • Channel 22
Ask Paul H. Raymer • National Representative

Seventh seat filled at the FCC

Wifely pride ■ After taking oath as FCC member, Charles H. King was congratulated by his wife, Ouida Jolls King. They were married in 1933, have one son, Charles Jr., who is married, has daughter, is salesman for International Harvester, Denver.

Charles Henry King, Republican of Michigan, was sworn in last Tuesday (July 19) as the seventh member of the FCC. Commissioner King succeeds John C. Doerfer who resigned March 21. Barring Senate rejection of his name, Mr. King will serve until June 30, 1961.

On leave as dean of the Detroit College of Law, Commissioner King received a recess appointment from President Eisenhower July 13. His appointment reestablishes the 4-3 FCC Republican majority.

The new commissioner was sworn in by Homer Ferguson, judge of the Military Court of Appeals and former Republican senator from Michigan. When Mr. King first began teaching at Detroit Law College in 1935 it was as a substitute for the then Professor Ferguson.

President Eisenhower first sent Mr. King's name to the Senate as a nominee for the FCC June 27, shortly before Congress recessed for the political conventions (BROADCASTING, July 4). With the recess announced that same week there was some speculation whether Mr. King could receive a "recess" appointment during the congressional "recess." At the time a White House spokesman speculated that he would not be placed on the FCC until after the final adjournment of Congress, which will resume Aug. 8.

Legal Precedent ■ However, on the basis of two 1948 rulings that a White House appointee could be paid in such instances if he is not confirmed by the Senate, Mr. King was given the appointment.

There is a provision in the U.S. Code which states that a recess appointee cannot be paid if the vacancy existed for more than 30 days before the adjournment of Congress or if the name had been pending without action for more than 30 days. The 1948 rulings by the comptroller general, handed down on a judgeship appointment by President Truman, stated that such a congressional session after a recess would not prohibit payment if no Senate action is taken.

Commissioner King is a 1933 LL.B. graduate of the law college he now heads and received a master of law degree from the U. of Michigan in 1940. He is 53 years old.

$40,000. The court also upheld the conviction of Robert J. Everleigh, a business associate of Mr. Guterma, who was sentenced to a two year, 11 months term for his part in the fraud.

Both men were convicted on Jan. 27 after a seven-week trial in federal court in New York (BROADCASTING, Feb. 1).

In a separate action, Mr. Guterma last week asked the U.S. District Court in Washington to permit him to reinstate his plea of not guilty to charges that he failed to register as a foreign agent. Last May Mr. Guterma and Hal Roach Jr., associated with Mr. Guterma in the operation of MBS, changed their innocent pleas to no defense.

Mr. Guterma said he wanted to withdraw his *nolo contendre* plea because of the remarks made by federal Judge Joseph R. Jackson when he sentenced Mr. Roach to a $500 fine. Judge Jackson told Mr. Roach he was "more sinned against than sinning" and referred to his "unfortunate association" with Mr. Guterma.

The charges are that Mr. Guterma failed to register as an agent of the Dominican Republic when he obtained $750,000 with the understanding that he would arrange to have broadcast on MBS news favorable to that country.

MBS is no longer under the ownership of the Guterma interests; it is now principally owned by Minnesota Mining & Manufacturing Corp.

Boston ch. 5 action explained to court

The FCC told the U. S. Court of Appeals in Washington last week that it did not consider its action in the Boston ch. 5 case a final action since further proceedings were scheduled. Since that is so, the commission said, it was not submitting a final report to the court, but only advising it of what it did.

The commission two weeks ago vacated the 1957 grant of Boston's ch. 5 to the *Boston Herald-Traveler* (WHDH) and ordered further hearings to determine who should receive the Boston vhf channel (BROADCASTING, July 18). The Boston order also tagged as "adverse" the activities of WHDH and Massachusetts Bay Telecasters Inc., but did not disqualify these two applicants. There are four applicants in the Boston case.

The FCC was understood to be preparing a final report to the court on the Miami ch. 10 case. The commission, also a fortnight ago, revoked the 1957 grant to National Airlines' WPST-TV and disqualified it and two other applicants. The grant was made to the fourth, untainted applicant, L. B. Wilson Inc.

The court of appeals retained jurisdiction in both cases when it remanded them in 1958 for further proceedings to determine charges of off-the-record representations to FCC commissioners. In the Boston case it was charged that then FCC Chairman George McConnaughey was approached; in the Miami situation, that former FCC Commissioner Richard C. Mack was contacted.

Pope brothers indicted

Fortune Pope, president of Progress Broadcasting Corp. (WHOM-AM-FM New York, WDOT Burlington, Vt.), was indicted by a federal grand jury in New York last week for violations of the Securities & Exchange Act of 1934. The 12-count indictment grew out of allegations that Mr. Pope and his brother, Anthony Pope (also indicted) diverted assets of the publicly-owned Colonial Sand & Stone Co. to seven other companies wholly owned by the Pope company. The charges are reminiscent of those under which Alexander Guterma, former owner of the Mutual Broadcasting System, was convicted earlier this year. Mr. Pope will be arraigned on the charges Wednesday (July 27).

All present ■ For the first time in four months the FCC last week was up to full strength as a seventh commissioner, Charles H. King, was sworn in to succeed John C. Doerfer, who resigned March 21. As now constituted, the FCC consists of (seated, l-r) Rosel H. Hyde, Frederick W. Ford and Robert T. Bartley and (standing, l-r) John S. Cross, Robert E. Lee, T.A.M. Craven and the newest member, Mr. King. Commissioner King, who has no practical experience in broadcasting, attended his first commission meeting last Wednesday but did not participate. "I am a little too new for me to stick my neck out," he said, but he promised to begin voting on those cases for which he is eligible soon after the August recess that begins next week.

Montana telecasters lose catv decision

Telecasters lost a round in their fight against community tv systems last week.

A petition for rulemaking filed by KXLF-TV Butte and KXLJ-TV Helena, both Montana, to ban microwave relay grants which would carry metropolitan area tv signals to small town catv systems in conflict with local tv stations was denied by the FCC.

While the petition was denied without prejudice to any future action the commission may determine necessary, Commissioners Rosel H. Hyde and T. A. M. Craven dissented.

Currently being studied by the commission is a proposal to place microwave owned by the catv systems they service under common carrier regulation.

The original petition (BROADCASTING, April 11) was based on the grounds that the microwaving of tv signals from larger to smaller cities for distribution by catv was destructive to local tv broadcasting.

The petitioners asked that Part 21 of the FCC's rules be revised to ban microwave grants (1) to systems which carry a program already being carried by the single, local tv station and (2) which would "adversely affect" existing local single tv operation.

In another rulemaking action involving microwave frequencies, the commission adopted interim technical standards governing the granting of applications for the use of microwave frequencies above 952 mc. These standards apply to private communication systems in the safety and special radio service and become effective next Jan. 1. They do not apply to present users unless harmful interference results from their operation.

NLRB actions

Community antenna tv systems are a mere adjunct to the tv receiving set or an auxiliary service and are not communications systems, according to a ruling by National Labor Relations Board. Thus catv units are not subject to board jurisdictional standards for communications systems, the board held in dismissing a petition by International Hod Carriers Building & Common Laborers Union of America against Warren (Pa.) Television Corp.

In another action, NLRB certified Assn. Puertorriquena de Artistas, independent union, as bargaining unit for all performing and non-performing employes of WKAQ-AM-TV San Juan, Puerto Rico.

Final decision given on ch. 9 Baton Rouge

Modern Broadcasting Co., sole remaining applicant for ch. 9 in Baton Rouge, received the tv grant last week in an FCC final decision.

Last June, FCC Hearing Examiner Walther W. Guenther issued an initial decision to Modern despite overlap with WDSU-TV New Orleans (whose president, Edgar B. Stern owns 67% of Modern). The examiner said that Modern will operate independently of WDSU-TV and its programming will be unaffected by the interelated ownership (BROADCASTING, June 20).

Community Broadcasting Co. (WIBR Baton Rouge) co-applicant for the ch. 9 facility agreed to drop out of the proceeding last March. Under terms of the agreement, Modern agreed to reimburse Community $23,000 for out-of-pocket expenses and granted an option allowing Community to purchase 20% of Modern.

The highlight of the comparative proceeding was a reversal by the U.S. Court of Appeals of an FCC grant to Modern's ch. 28 WAFB-TV Baton Rouge, to operate temporarily on ch. 9 pending the outcome of the proceeding (BROADCASTING, Feb. 15).

MODERN, ALL-ELECTRIC MEDALLION HOME, IN TAMPA, FLORIDA

YOUR NATION OF LIGHT...

40% of all the electricity in the world is used in the U.S., most of it supplied by

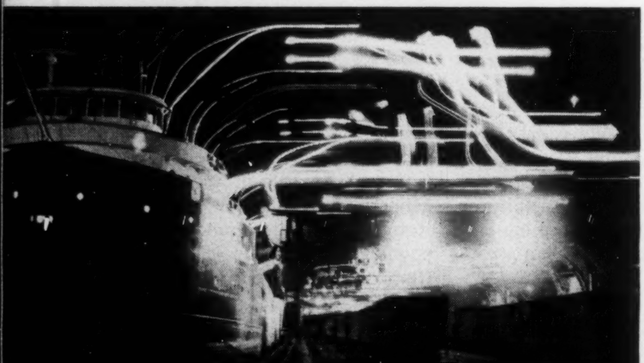
One of America's wonders to foreign visitors is the abundance of electricity we put to work in our homes, on our farms, in our jobs.

We use more light and power than the next six nations together—three times as much as the Russians—and we keep on using more all the time. On the average, you use twice as much in your home as you did just ten years ago and pay 16% less for it per kilowatt-hour.

The independent electric light and power companies that turn out over ¾ of America's electricity have doubled their supply every ten years, and are building now to double it again in the next ten. And because they and their millions of owners will put up the money for the new plants and lines, you won't be taxed to pay for them.

These hundreds of companies are ready and able to supply all the low-price electricity people can conceivably need.

ORE DOCK, ASHTABULA, OHIO. TIME EXPOSURE SHOWS STREAKS FROM MOVING LIGHTS ON LOADING MACHINERY



ELECTRIFIED FARM, VALLEY CENTER, KANSAS

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by

that
their
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nes,

sup-
eed.

.AND POWER!

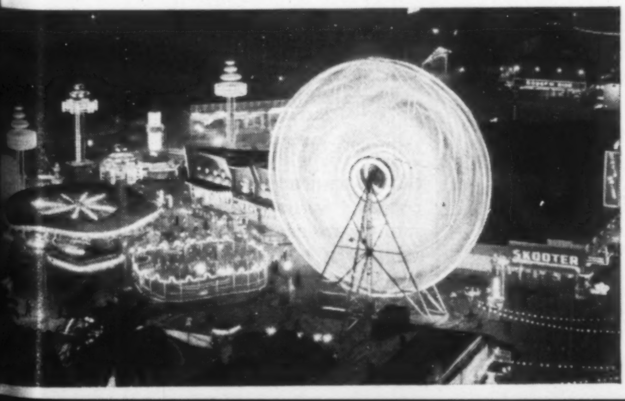
hundreds of independent power companies

There's no need for the federal government to build more electric systems that all Americans would be taxed to pay for.

You can get more facts and figures about this in a new, free booklet. Write for "Who Pays for Government-in-the-Electric Business?" to Power Companies, Room 1114-U, 1271 Ave. of the Americas, New York 20, New York.

America's Independent
Electric Light and Power Companies
Company names on request

NU-PIKE FUN PARK, LONG BEACH, CALIFORNIA



HUGE STEEL PLANT AT YOUNGSTOWN, OHIO

OIL REFINERIES AT PORT ARTHUR, TEXAS

BIG-CITY SKYSCRAPERS, NEW YORK

ONE 'GUILTLESS' IN CH. 7 CASE

FCC General Counsel wants others out

Three of the four original applicants for Miami ch. 7 should be "absolutely disqualified" and the January 1956 grant to Biscayne Tv Corp. (WCKT [TV]) is invalid and should be set aside, the FCC's general counsel's office recommended last week.

Only Sunbeam Tv Corp. was found guiltless in proposed findings filed by commission attorneys Edgar Holtz, associate general counsel, James Brennan and Joel Rosenbloom. They also found that former FCC Commissioner Richard A. Mack should have disqualified himself from voting in the case.

The document was filed following a rehearing of the case last month in Philadelphia (BROADCASTING, June 20) before Hearing Examiner Horace Stern. The case was returned to the commission by the courts because of *ex parte* contacts made by and on behalf of applicants for ch. 7.

In addition to Biscayne, the FCC counsel recommended that East Coast Tv Corp. and South Florida Tv Corp. also should be disqualified from eligibility to receive further consideration for ch. 7. At the very least, it was stated, the three applicants should receive comparative demerits in any future consideration of the case.

The proposed findings noted that close personal friends of Floridian Mack privately approached the commissioner —Miles Draper for East Coast, Ben Fuqua for Biscayne and Perrine Palmer for South Florida—at the request and/or with the knowledge of the three applicants. Commissioner Mack, who voted for Biscayne, made no effort to reject or cut off these communications and in the case of Mr. Fuqua "it is apparent, on the contrary, that he considered them . . ." the commission counsel stated.

"These facts render it self-evident that Mr. Mack could not participate in either of the commission decisions (the original grant and second vote after a court remand) . . . with any semblance of . . . impartiality. His participation . . . requires that they now be set aside and reconsidered."

Also hit were personal contacts with Mr. Mack and other commissioners by several Biscayne principals, including James Cox, Daniel Mahoney, Niles Trammell and John Knight. Their success in impressing Mr. Mack resulted in "substantial unfairness to Biscayne's opponents," the proposed findings state. Mr. Trammell, president of Biscayne, owns 15% and the separate newspaper interests of Messrs. Knight *(Miami Herald)* and Cox *(Miami Daily News)* each own 42½%.

Jack C. Stein, president of South Florida, and stockholder Leo Adeeb were criticized for seeking out Mr. Palmer and Thurman Whiteside, as friends of Mr. Mack. South Florida paid attorney Whiteside $5,000, one-fourth of which went to Mr. Palmer.

The president of East Coast, Richard Mead, drew the FCC counsel's wrath for authorizing the off-the-record employment of Mr. Draper, who was paid $5,000 and wrote several *ex parte* letters to Mr. Mack. Also, it was charged, Mr. Mead "personally sought to influence the commission's decision by extra-judicial means."

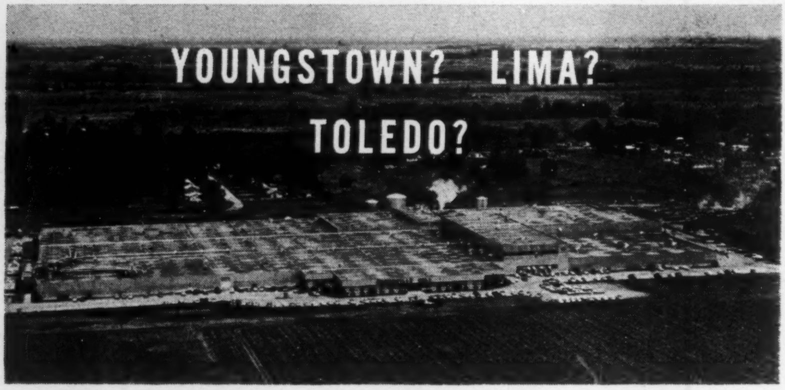
Sunbeam, which came through the hearing with a clean record, is headed by President Sidney D. Ansin, 10% owner, and Vice President General Manager Edwin M. Spence, former NAB secretary and general manager of WBAL Balitmore and WWDC Washington. Mr. Ansin's two sons, Edmund and Ronald, each own 11.3%, and 10% owners include Catchings Therrel, A. H. McClain and Harold Zinn.

The proposed findings by the general counsel's office did not mention the recent FCC Miami ch. 10 decision in which three of four applicants were disqualified for *ex parte* contacts (BROADCASTING, July 18). Findings of the four applicants in the case are due today (Monday) following a one-week extension granted last week by Judge Stern.

■ Government briefs

Daytimer, other rules changed ■ FCC has announced amendments to its rules governing daytime-only am stations which will allow them to sign-off at 6 p.m. Commission also announced that broadcast facilities need not notify them when forced off the air by operation stoppages and/or technical difficulties when stoppages are of short duration which allow the minimum time requirements to be met.

SCA's granted ■ Subsidiary Communications Authorizations, which allow stations to engage in multiplex transmission of background music and material, were granted to five stations by



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: "Greenville Mill, Division of Mohasco Industries, Inc.", Greenville, Mississippi, Manufacturers of the finest carpets and rugs.

All-star cast

Members of Congress, the FCC and the FTC have been "teamed up" to participate in a series of 13 half-hour radio programs probing the moral state of the broadcast industry.

Titled *An Ethic for Broadcasting,* the shows are being produced by Michigan State U., with the aid of the National Educational Television and Radio Center and will be available to commercial stations.

Participating in the series are FCC Chairman Frederick W. Ford, former Chairman John C. Doerfer, FTC Chairman Earl Kintner; Rep. Oren Harris; Sens. William Proxmire (D-Wis.) and Philip Hart (D-Mich.). Among broadcasters participating are David Brinkley, Mike Wallace and David Susskind.

the FCC last week: KDKA-FM Pittsburgh; WMTW-FM Mt. Washington, N.H.; KHFM (FM) Albuquerque, N.M.; WTVB-FM Coldwater, Mich.; and WFGM-FM Fitchburg, Mass.

KERO-TV seeks show cause suspension

The FCC has put the cart before the horse in its proposed rulemaking to make Bakersfield, Calif., all uhf.

This was the view expressed last week by KERO-TV which has been issued a show cause order to tell why its license should not be modified to specify operation on chs. 23 or 45 instead of 10 in Bakersfield.

KERO-TV asked the commission to suspend the show cause order because it is "premature." The station said that a show cause order should be issued after the FCC receives comments on its proposed rule-making. Until it knows why, "if at all," Bakersfield must be deintermixed to all uhf operations, KERO-TV said, it can give no "informed response" to the FCC show cause.

The proposed rulemaking which would make Bakersfield all uhf is a companion piece to comments invited last March which looked toward the deintermixture of the adjoining Fresno tv market in the San Joaquin Valley.

Under the Bakersfield proposed rulemaking, the commission proposed alternative assignments for the city's three operating tv facilities, only one of which (KERO-TV) is vhf (BROADCASTING, June 27).

MR. BROADCASTER:

DID YOU KNOW THAT EACH WEEK THE MUSIC STAFF OF THE BILLBOARD REVIEWS AN AVERAGE OF 110 NEW POPULAR RECORDS IN ORDER THAT THEY MIGHT SELECT FOR THE TRADE, BROADCASTERS, DISTRIBUTORS, DEALERS, MUSIC OPERATORS, ETC., THE BEST OF THE WEEK'S NEW RELEASES?

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SHIPMENTS ARE MADE IN THE SAME WEEK THE RECORDS ARE ANNOUNCED IN BILLBOARD, THUS YOU CAN ASSURE YOU AND YOUR LISTENERS OF A CONTINUING SUPPLY OF THE BEST OF THE NEW RELEASES AT A PRICE TO FIT YOUR MUSIC BUDGET.

START THIS WEEK TO RECEIVE YOUR INITIAL EIGHT WEEKS SHIPMENTS OF POPULAR SINGLE RECORDS FROM RECORD SOURCE, INC. FOR AN INTRODUCTORY FEE OF THIRTY DOLLARS. AFTER EIGHT WEEKS YOU CAN CONTINUE TO RECEIVE THE SERVICE OF RSI FOR ONE FULL YEAR (52 more weeks) FOR $160.

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$ 35. EIGHT WEEKS—AIR PARCEL POST
$160. FIFTY-TWO WEEKS—REGULAR MAIL
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Station Call Letters ______ Attention ______

Company Name ______

Address ______

City ______ Zone ______ State ______

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CHICAGO: RADIO-TV ALL SET AGAIN

Just like Los Angeles, but there will be new political faces

Radio-tv executives and newsmen, flanked by tons of their electronic gear, moved into Chicago's International Amphitheatre and loop hotels last week to get set for a repeat of "the big show."

Only a minor flurry of excitement over a bid by CBS for extra camera positions—which was settled by the three networks through "amicable" discussion—appeared to highlight the otherwise routine preparation for the exhaustive coverage of this week's Republican convention, expected to be much less volatile than that of the Democrats in Los Angeles.

The GOP planners appeared determined to give the home viewer a more orderly and more "sincere" convention as the result of a reported "avalanche" of mail from tv viewers who complained about the way the Democrats "staged" their convention. Jaren L. Jones, vice chairman of the GOP arrangements committee, said the flood of letter-writers "indicted the insincere nominations of favorite sons" in Los Angeles. "They were violently opposed to long seconding speeches. They objected strenuously to staged demonstrations and lack of attention and attendance by delegates," he said.

The 'GOP Look' ■ The GOP official said the Republicans will put on a streamlined, business-like convention in which the length of speeches and demonstrations will be strictly limited. "Our approach," he added, "was to put on a better show," but original plans to mix in a large amount of entertainment to enliven the proceedings has been more or less scrapped. Political observers and newsmen appeared agreed as of late Thursday that the only major excitement in view for the four-day event was the bid of New York's Gov. Nelson Rockefeller in competition with that of the party favorite, Vice President Richard Nixon.

The vice presidents of the three major tv networks—Thomas F. Velotta, ABC special projects, John Day, CBS News, and William R. McAndrew, NBC News—were quick last week to repudiate a report by a local newspaper columnist that disagreement over camera positions threatened the tv pool operation (NBC is handling the video pool; CBS, audio). Mr. Day said the story, carried by the *Chicago Sun-Times*, apparently stemmed from a friendly discussion Wednesday in which CBS sought placement of two cameras in the convention hall balcony to pick up its floor interviewers.

"We found our television booth was too small to accommodate Howard K. Smith and the two cameras," he said. As a result CBS sought the two balcony positions, but was told this would violate the national committee's coverage plan. "It was settled amicably. The other network men agreed that we could place one camera atop the television booths," he said, "and we decided to cut radio booth space in half and place the other camera inside our booth."

Mr. Day also took exception to the newspaper report's contention that CBS President Frank Stanton and Board Chairman William Paley had demanded emergency measures in an effort to top NBC's coverage in view of viewer ratings in Los Angeles coverage. (Mr. Paley now is in Europe.) Mr. McAndrew affirmed that the CBS problem was settled to his and Mr. Velotta's satisfaction. "There is no battle over placement of cameras," the NBC news chief said.

Eye to Future ■ Nevertheless, the pros and cons of pool coverage (in terms of relative competition and expenditures) cropped up frequently in conversations among radio-tv newsmen in Chicago last week, much as it had in Los Angeles. Corridor talk included speculation that the day of single-city conventions may be close at hand—perhaps as early as 1964.

In that connection, network executives expressed interest in the proposed new McCormick Place Exposition Center and at least one of them (Mr. McAndrew) surveyed the site on Chicago's lake front. At a news junket to the amphitheatre Wednesday, Mr. McAndrew estimated it will cost his network about $250,000-$500,000 more because of the two-city coverage. CBS' previous estimate of its own additional two-city expenditures was $1 million (BROADCASTING, June 27).

Mr. McAndrew declared that NBC's new electronic editing system has revolutionized tv news reporting for national political parleys, stressing newsmen can concentrate more on journalism and less on electronics. With the NBC system, editorial and mechanical functions are separate: a news editor views coverage on four monitors and selects segments from all 32 cameras, channeled to a preset control room by a news director (BROADCASTING, June 20).

NBC expects small demands on video tape in Chicago, based on Los Angeles experience. ABC, on the other hand, plans to "make good use" of vtr facilities, according to Mr. Velotta.

All Tooled Up ■ NBC will maintain 32 cameras (including six for the pool feed) at the Chicago show, the same number as in Los Angeles, where ABC handled the video pool as part of an overall 31-camera setup. ABC will use 28-30 cameras this week. Latest count on CBS was 24 or 26, with the network adding the previously mentioned extra units to its 22 count in Los Angeles.

All the major radio-tv networks aired special programs during pre-convention week. NBC announced plans for NBC *Special Report—Convention Preview*, featuring Vice President Nixon and Gov. Rockefeller Saturday (July 23), 9:30-10:30 p.m. EDT, supplementing a schedule of three specials announced earlier for July 19, 21 and 22. Additionally, NBC-TV set aside a full-hour *Meet the Press* Sunday (July 24) for Gov. Rockefeller and Sen. Barry Goldwater (R-Ariz.), leaving another half-hour still open in line with the 90 minutes it gave Democratic candidates Jack Kennedy, Lyndon Johnson and Stuart Symington.

ABC-TV announced it would telecast the arrival of President Eisenhower in Chicago July 26, either on a live or a video-taped delayed basis.

CBS-TV plans were highlighted with a scheduled interview by Edward R. Murrow of the Vice President and Mrs. Nixon on Sunday, 6-6:30 p.m. EDT.

Meanwhile, Illinois Bell Telephone Co. put the finishing touches on communications facilities for the convention, including 100 dish-like microwave antennas. Forty of them atop the amphitheatre will relay signals to stations. The Bell switching center at 84 West Congress St. will feed the network.

Nine of ten watched in N.Y., ARB reports

More than nine out of ten television homes in the New York market watched the Democratic convention on television at least once during the five nights it was in progress.

The cumulative, unduplicated viewing figure was computed for CBS by the American Research Bureau on the basis of ARB's Arbitron instant-rating service in New York. It is as yet the only cumulative count of convention viewing limited to the number of different homes that tuned in at some time.

The unduplicated homes total came to 94.5% of the 4,750,000 tv homes in New York. ARB's records also showed that 68.6% of the tv homes tuned to CBS-TV coverage at least once; 72.3% to NBC-TV and 35.5% to ABC. Viewing of less than three minutes duration was not counted.

There are no directly comparable figures for viewing of the 1956 Democratic convention and no way to tell whether the New York figures are typical of, or higher or lower than, the national average for 1960. Four years ago the national average was placed at 88.3%, but that was a national instead of a local study. Convention sessions and tv coverage were not confined to nighttime hours and the measurement was by a different rating service, the A.C. Nielsen Co.

POLITICAL TV
167.5 million total saw Democratic meet

Total television audience of the Democratic political convention approached 167.5 million viewers over the sessions' five-night span.

These figures represent a totaling of the average tune-in per night, assuming 2.2 viewers per set. They break down to an average of 15,224,000 homes and 33,493,000 viewers per minute per night, but do not distinguish between homes and viewers who tuned to the convention on only one night and those who tuned on two or more nights. Nor do they take into account viewing done past 11 p.m. New York time.

The only cumulative figures available last week to show the total number of different homes that watched some part of the week's proceedings were limited to the audience in New York.

Although no fully comparable 1960-vs.-1956 audience figures will be available until A.C. Nielsen Co. issues its report a few weeks hence, it has been estimated that the Democratic convention audience was 30% bigger this year than four years ago (CLOSED CIRCUIT, July 18).

Last week's estimates were based on "instant ratings" provided by American Research Bureau's new Arbitron national service. These showed that the peak audience came on Wednesday night (July 13, when the ballotting for presidential nominees was done) and that the next highest tune-in was on Friday night (July 15) when Sens. John F. Kennedy and Lyndon B. Johnson made their acceptance speeches.

Friday Windup ■ Figures for Friday

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★ Video response flat to 8 megacycles
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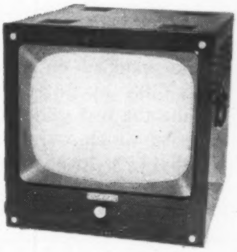

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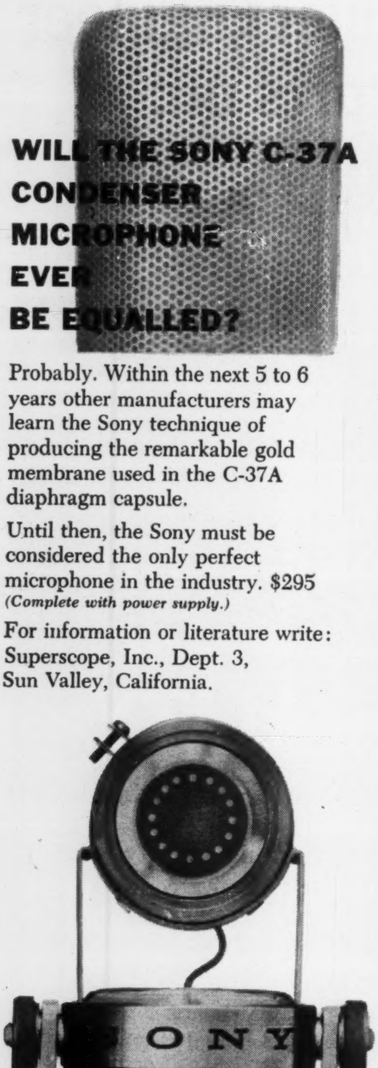

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BE EQUALLED?

Probably. Within the next 5 to 6 years other manufacturers may learn the Sony technique of producing the remarkable gold membrane used in the C-37A diaphragm capsule.

Until then, the Sony must be considered the only perfect microphone in the industry. $295 *(Complete with power supply.)*

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night's windup proceedings showed no changes in audience patterns found earlier in the week, when NBC took a clear lead in ratings, followed by CBS and ABC in that order (BROADCASTING, July 18). There was some indication, however, that independent stations did not pick up as much extra audience during the acceptance speeches as during some periods earlier in the week when, at times, almost as many people were watching entertainment programs as were watching the convention proceedings.

From 9:30 until the 11 o'clock closing, the Friday-night convention coverage held from 61 to 64% of all tv viewers (but from 9 to 9:30 that same night more than 63% of all viewers were watching something else); according to the multi-city Arbitron.

Here, night by night, are the national Arbitron figures on convention tune-in per average minute (in terms of homes):

Monday—13,026,000
Tuesday—13,121,000
Wednesday—17,314,000
Thursday—16,208,000
Friday—16,451,000

Dial switching high, Schwerin study finds

Viewers with all three networks to choose from, in almost half the cases elected to switch around for their Democratic convention viewing.

At least that was the case in New York, as reported last week by Schwerin Research Corp. on the basis of interviews with 485 men and women who said they'd watched some of the convention on tv.

The study found that while 52% tuned in one network and stuck to it (25% NBC, 23% CBS, 4% ABC), more than one-third (36%) divided their viewing between two networks (mostly NBC and CBS) and 12% moved among all three.

NBC's coverage was preferred by 39% of those who watched on more than one network, CBS' by 36% and ABC's by 3%, while the rest said they had no opinion as to which was best. Men preferred CBS (43% to 35% for NBC) while women favored NBC 43% to 29% for CBS). Newsmen Walter Cronkite (CBS), Chet Huntley (NBC) and David Brinkley (NBC) were ranked in that order for "excellence" by men viewers; women thought the order should be Huntley, Brinkley and Cronkite, and both men and women put Edward R. Murrow (CBS) and places in the "excellent" category accord to Schwerin.

DESILU STATUS

Writers' strike caused first quarter loss

The late start in production of fall programs, caused by the five-month writers strike, will result in a net loss for the first quarter of the current fiscal year for Desilu Productions (May-July 1960). President Desi Arnaz told the company's annual stockholders' meeting last Tuesday (July 19) that the second and third quarters should be better than the corresponding periods last year. He added that despite the strike, the full fiscal year should be comparable to the last one, when the company grossed $23.4 million and netted $811,500, equal to 70 cents a share.

Breaking away from his prepared statement, Mr. Arnaz said "at the worst, we'll do as well as we did last year." He noted that this estimate does not include the possible major use or sale of residual product. "We are constantly surveying the market potentials for our inventory and it is our considered opinion," he reported, "that we continue to withhold from sale the major portion of our inventory and instead to follow a pattern of periodic usage based upon opportunities as they present themselves."

Renewals of *The Untouchables* and the *Ann Sothern Show* and the addition of two new series, *Guestward Ho!* and *Harrigan and Son*, will increase the backlog of residual series to approximately 1,014 half-hours of production, he said.

Desilu is planning to establish an international subsidiary to handle foreign operations, Mr. Arnaz said, commenting that most of the Desilu shows are now in some phase of foreign distribution. The new company will probably go into production in England, he said, as this would increase the quota of Desilu shows permitted to be used on the air there and so would increase the company's sales in the British market.

Desilu, in addition to its own production, is also providing service and facilities to independent producers of theatrical and industrial films on a cost-plus-fee basis. Lucille Ball Arnaz, who attended the stockholders meeting briefly as vice president of the company, is currently starring with Bob Hope in "The Facts of Life," being produced at Desilu by Norman Panama and Melvin Frank. Desilu is also making an investment in a Broadway show to star Lucy, getting the rights to an original cast album and to a tv spectacular in addition to the usual percentage. "So we will get into the play

Third company ■ Wolper Inc. and Sterling Tv Co. have announced the formation of a third company, Wolper-Sterling Productions. The new company will produce 12 hour-long tv specials and a half-hour tv series for a major network. The hour-long shows will be in both the public affairs and entertainment fields. Three previously announced tv projects by Wolper Inc. (including *Race for Space*—Part 2) will become part of the newly-formed company. Wolper won an Emmy award nomination for its first version of *Race for Space*. The two firms will operate independently and will join forces only for the currently scheduled specials and series. Shown above are Saul J. Turell (l) president of Sterling and David L. Wolper, president of the firm bearing his name.

almost on a free pass," Mr. Arnaz said.

New Directors ■ Argyle Nelson, vice president in charge of production, and Milton Rudin, outside legal counsel, were elected to the Desilu board of directors. The board which was increased from five to seven by the vote of the meeting, at which 70% of the 1,155,940 shares of stock held by 9,800 stockholders were represented. Continuing as directors are: President Arnaz; Lucille Ball Arnaz, vice president; Martin Leeds, executive vice president; Edwin E. Holly, secretary-treasurer, and Charles Schwartz, senior partner of Bache & Co., New York investment firm.

Desilu intends to continue the policy of quarterly cash dividends on common stock totaling 60 cents a share a year, Mr. Arnaz said. In answer to questions about stock sales by the company's officers, he reaffirmed statements made at the time of his divorce by Lucille Ball that neither he nor she intends to dispose of any of their Desilu holdings, including 565,000 shares of Class B common (48.9% of total stock outstanding) on which no dividends have been declared.

Answering questions about the rise of the stock to $29 shortly after it had been put on the American Stock Exchange in Nov. 1958 and its subsequent drifting downward to slightly more than 11 (it closed at 11⅛ June 18, day preceding the meeting), Mr. Schwartz explained that the company had nothing to do with the market price, which is a matter of supply and demand. Because Desilu was a glamor stock and in limited supply, he said, a lot of "free riders" bought in at the outset and ran the price up from the $10 at which it was put on the market to nearly $30, then sold it to take a fast profit and the price declined.

Immediately following the stockholders meeting the board of directors declared a quarterly cash dividend of 15 cents per share on its common stock payable August 26. No dividend was declared on Class B common stock, all of which is owned by Mr. and Mrs. Arnaz.

Hartford Phonevision attacks pay tv critics

Hartford Phonevision Co., the RKO General group which has applied to the FCC for a pay-tv grant, last week answered some of its critics.

Specifically, the Hartford organization, in a letter to the commission, answered the charges of two organizations, composed primarily of motion picture exhibitors, which had previously asked the commission to hold a full evidentiary hearing before an examiner concerning the application (BROADCASTING, July 18). Hartford Phonevision had asked that its application for pay tv over WHCT (TV) Hartford be designated for a hearing before the commission.

In its rebuttal, Hartford makes note of the fact that the Joint Committee Against Toll Tv, a national organization has tried to delay subscription tv through lobbying efforts in Congress as well as by numerous petitions and comments filed with the commission. It further notes that the Connecticut Committee Against Pay Tv, which joined with the Joint Committee in petitioning the commission for a full evidentiary hearing, is identified as an organization composed of Connecticut residents who are opposed to pay tv in their state.

The RKO General group stated that neither group had disclosed a legally recognizable interest and, under commission procedures, fall within the categories of groups which the commission has consistently excluded from proceedings as lacking standing as parties in interest.

Hartford Phonevision further stated

P

Pen·e·
trate

(pĕn′ē-trāt), *v.*

1. to recognize the
precise nature of;
to understand
2. *e.g.* the incisive
sound of the
sponsor's message as
heard over **wmca.**

THE STRAUS BROADCASTING GROUP
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that the commission, on March 23, 1959, issued its Third Report on pay tv and said that it was prepared to give consideration to such applications for trial pay tv as might be submitted in conformity with certain terms and conditions. Hartford concluded that under the terms and conditions of the Third Report, pay tv is in the public interest and that its application was filed with the terms of that report clearly in mind.

All that is left for the commission to determine, the Hartford group claimed, is whether its application does, in fact, meet the terms, conditions and objectives set forth in the Third Report.

POST-'48 FILMS ON HORIZON

Warner Bros. lead being followed by other Hollywood companies—Fox, UA, Columbia

The post-'48 pot is beginning to boil. On the heels of the announcement that more than 110 Warner Bros. features will be released shortly (BROADCASTING, July 18) reports circulated last week that 20th Century-Fox is releasing 26 of its post-'48 films through National Telefilm Assoc.; United Artists Associated is marketing a new package of 24 UA features and Screen Gems is close to a decision on selling post-'48 Columbia motion pictures.

Though NTA has made no official disclosure, the company is known to have offered a list of 50 post-'48 features to stations, of which 26 are from Fox. The latter include "Viva Zapata," "Down To The Sea In Ships," "The Gunfighter" and "Twelve O'clock High." The balance of the group are from Lippert Productions and a few independents.

SG officials would only report that its sales executives have been sounding out stations on their attitude toward the post-'48 features. They would not comment if and when these films would be released to tv, but it is though that Columbia will wait at least a month, when the bloom will have worn off the Warner offer, before marketing their product.

Creative Telefilm & Artists Ltd., Toronto, which announced almost two weeks ago that it had received the tv rights to Warner's post-'48 features, originally had discussed holding a press conference last week to reveal additional details of its transaction. A spokesman said last week that a news conference will be held this week instead.

UA product has been offered to tv stations for some time. Paramount Pictures, which sold its pre-1948 library to MCA, has not come to any conclusion on its post-'48 films but along with Metro-Goldwyn-Mayer is reported to be exploring pay television.

NTA'S ABOUT FACE

Returns to New York after brief coast stay

National Telefilm Assoc., which moved its headquarters from New York to Beverly Hills last fall, is retracing its steps. The company announced last week that headquarters will be re-established in New York within 90 days.

Ely A. Landau, NTA board chairman, revealed that sales, promotion, publicity, advertising and sales service headquarters will be in New York. Mr. Landau, who remained in New York during the entire period, will be joined there by Oliver A. Unger, NTA president. Mr. Unger said the move was made because "current tv sales conditions make it imperative that greater emphasis be placed on New York City as the center of both national and regional sales efforts."

NTA moved its headquarters to Bev-

SAN DIEGO

San Diego, California, is now the nation's 19th largest city. The Census Bureau says so in preliminary reports. The San Diego metropolitan area has 1,003,522 people — and two dominant newspapers:

The San Diego Union
EVENING TRIBUNE

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY
WEST-HOLLIDAY CO., INC.

1,003,522

erly Hills when the company was acquired by National Theatres Inc., which became National Theatres & Television Inc. The parent organization will continue to be based in Beverly Hills, and NTA will maintain an office there under Berne Tabakin, vice president in charge of west coast sales. E. Jonny Graff, vice president in charge of east coast sales, will remain in New York as head of the regional office. Martin Lowe continues to head the Chicago office.

The move appears to have dispelled reports that NTA would dissociate itself from NT&T. Mr. Landau had discussed buying the eastern properties of the company (WNTA - AM - FM - TV New York-Newark, the Play of the Week Production Co. and NTA Telestudios) and later Mr. Landau and Mr. Unger attempted to purchase the entire NTA complex from NT&T. B. Gerald Cantor, NT&T president-board chairman, last week said that discussions on both transactions have been discontinued.

An NTA spokesman said that 30 executives and their families made the trek from New York to Beverly Hills last fall, but added that no decision has been made as to the number that will be asked to return and how many may elect to remain in California, either inside or outside the NTA organization. It was estimated at the time that the cross-country move, counting personnel and equipment, cost NTA about $170,000.

COLORCASTING ®

Here are the next 10 days of network color shows (all times are EDT).

Note: Regularly scheduled NBC-TV evening color programs are being preempted July 25-27 by coverage of the Republican convention, as well as those daytime shows scheduled between 11 a.m. and 2 p.m. today (July 25).

NBC-TV

July 26-29, Aug. 1-3 (11-11:30 a.m.) **Price Is Right**, participating sponsors.

July 26, Aug. 2 (9:30-10 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Sterling Drug through Dancer-Fitzgerald-Sample.

July 27-29, Aug. 1-3 (12:30-1 p.m.) **It Could Be You**, participating sponsors.

July 27, Aug. 3 (8:30-9 p.m.) **Price Is Right**, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

July 29 (9:30-10 p.m.) **Masquerade Party**, Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

July 29 (10-11 p.m.) **Moment of Fear**, Lever through Sullivan, Stauffer, Colwell & Bayles.

July 30 (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking, Nabisco through Ted Bates.

July 30 (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles.

July 30 (7:30-8:30 p.m.) **Bonanza**, RCA through Kenyon & Eckhardt.

July 31 (8-9 p.m.) **Music on Ice**, sustaining.

July 31 (9-10 p.m.) **The Chevy Mystery Show**, Chevrolet through Campbell-Ewald.

Aug. 1 (10-11 p.m.) **Hollywood Sings** (repeat), Breck through N.W. Ayer.

New AB-PT program subsidiary

American Broadcasting - Paramount Theatres will establish a new subsidiary to produce programs for use on ABC-TV. Selig Seligman will relinquish his duties as vice president and general manager of KABC-TV, network-owned station in Los Angeles, to head the new operation. Elton Rule, sales manager, will assume Mr. Seligman's position.

An ABC-TV spokesman in New York refused to give details of the new subsidiary, stating that a complete announcement will be made "sometime next month." It could not be ascertained if the new unit would concentrate on production for the network only or also make product available for syndication, or if tape as well as film production would be included in the scope of its activities. AB-PT also owns ABC Films, which has invested in tv film programs made by independent producers, and has sold the product to stations and networks.

■ Film sales

"National Velvet" (MGM-TV)

Sold to Canadian Broadcasting Corp. for coast-to-coast weekly telecast next season on Sundays, 7-7:30 p.m. Also sold to Australia for four-station network. In U.S., series starts Sept. 18 on NBC-TV (Sun. 8-8:30 p.m. EDT).

"Case of the Dangerous Robin" (Ziv-UA)

Sold to Pet Milk (Gilham Adv. Agency, Salt Lake City) for multiple station list in Utah, Montana and Idaho; Lincoln Life Insurance (Fred R. Becker Adv. Agency, Louisville, Ky.) for WHAS-TV Louisville and WKY-TV Oklahoma City; Ortlieb Brewing Co. (Lewis & Gilman), alternate sponsor on WFIL-TV Philadelphia; Mutual Federal Savings & Loan Assn. and OK Van & Storage Co. (White & Shuford) on KROD-TV El Paso, Tex.; WTVT (TV) Tampa, Fla.; WKRG-TV Mobile, Ala.; WGAN-TV Portland, Maine; KFDX-TV Wichita Falls, Tex.; WCTV (TV) Tallahassee, Fla.; KVOS-TV Bellingham, Wash., and KVAR-TV Phoenix.

Now in **63** markets.

"The Blue Angels" (CNP)

Sold to Storer Broadcasting Co. for October starting dates on WJBK-TV Detroit, WITI-TV Milwaukee, WJW-TV Cleveland, WSPD-TV Toledo and WAGA-TV Atlanta.

■ Program shorts

Syndication outfit ■ The Frith Corp. is a new television syndicating group with headquarters at 69 Newbury St., Boston. Julian J. Smith, board chairman of the Smithcraft Corp., has been named president. *Fashion Firsts*, which recently completed a 39-week series on WHDH-TV Boston, is the firms' first offering. Plans include syndication of this show in 15 major markets throughout the U.S., according to Frith.

Light time ■ The National Lutheran Council in cooperation with the National Council of Churches is offering on a free but select basis to stations, a new children's show, *Light Time*, as an example of progressive religious broadcasting. The 15-minute show, featuring the husband and wife team of Jim and Rosemarie Stewart, and their puppets, is geared for the 8-12 age group. Stations are requested to program it between 4-6 p.m. weekdays and 9 a.m. and 2 p.m. Saturdays. *Light Time*, was filmed by Fred A. Niles Productions, Chicago.

sounds like
PAMS
is up to
something!

RCA INCOME UP, PROFIT DOWN

Data processing investment causes decline

RCA's sales during the first six months of 1960 reached a record high of $707 million, it was reported last week. But profits declined 7%. The lower profit picture was caused by increased investment in data processing build-up, according to the joint announcement by David Sarnoff, board chairman, and John L. Burns, president.

Among RCA's strengthening factors this year, the report said, were NBC's performance, which registered the "largest first-half profit in its 34-year history," and sales of color tv sets. Sales to dealers of the new line of color receivers introduced in June are up 300% over a year ago. NBC Radio pushed the company forward this year by coming out of the red for the first time in eight years (BROADCASTING, June 20).

While RCA's sales gained 12% over the same period of 1959, profits after federal income taxes amounted to $18.1 million, compared with $19.4 million for the first half of 1959. Earnings per common share totaled $1.14, compared with $1.29 for the 1959 period. Sales during the second quarter of 1960 amounted to $345.8 million compared ith $311.9 million in the comparable 1959 period. Net profit after federal income taxes totaled $5.1 million as against $6.5 million for the second quarter last year.

3M buys Revere to enter tape field

It became official Thursday—Minnesota Mining & Mfg. Co. bought out the Revere Camera Co. for an estimated price of about $20 million. With the move 3M gained an entree into the home tape recorder field.

The purchase was jointly announced by Herbert P. Buetow, 3M president, and Sam Briskin, board chairman of Revere, 20-year-old manufacturer of tape recording, camera and allied equipment. Mr. Buetow added there will be no "basic" changes in Revere's management and operating policies. Theodore S. Briskin, Revere president, will serve as vice president and chief operating officer and Sam Briskin, his father, as a consultant.

The development goes a step beyond what 3M originally had in mind in connection with its new tape cartridge system for home recorded music. Initially, it discussed with Revere the possibility of a "joint venture," in which presumably Revere would supply the recorders. As negotiations wore on, the two companies talked more in terms of a merger or outright purchase by 3M.

As Mr. Buetow explained it Thursday, "Our new tape cartridge system of recorded music for the home has been offered to the industry through licenses on the various patented inventions which are involved. While a number of top firms in the industry will manufacture tape cartridge equipment, our management felt that to maximize the return on this very substantial research investment, 3M should also produce tape cartridge players."

No Facilities ▪ Mr. Buetow pointed out that 3M has no "facilities and organization" to enter the field itself and that it would take at least two years to develop a "strong manufacturing sales team." He stressed that, while there'd be no changes in basic operating policies, 3M plans to "bolster" Revere's research program.

The system was originally developed for 3M by CBS Labs and the first commercial machine is being produced by Zenith Radio Corp. for the consumer market sometime next year. It was initially demonstrated at the Institute of Radio Engineers' international convention in New York this past Spring and includes six cartridges, each capable of 64 minutes' playing time. Among its features are ease of handling and professional quality.

Acquisition of Revere, with estimated annual sales of $20-30 million, marks 3M's second major company purchase this year. It acquired the MBS radio network this Spring for an estimated $1.3 million (BROADCASTING, April 25).

3M has earmarked about $30 million for capital expenditures this year. It earned nearly $65 million on volume of approximately $500 million in 1959, with electrical products reportedly accounting for 15-20% of all sales.

Merger planned

Subject to approval by stockholders of both companies, General Instrument Corp. and General Transistor Corp. have signed an agreement of merger as authorized by the directors of both companies. Signed last Wednesday (July 20), the agreement provides for the merger of General Transistor into General Instrument, and calls for the issuance of seven-tenths of a share of General Instrument common stock for each outstanding share of General Transistor common. The companies will seek approval of the merger at separate Aug. 30 stockholders meetings.

General Instrument, located in Newark, N.J., manufactures electronic components and end equipment and produces such semiconductor devices as silicon rectifiers and silicon and germanium diodes. General Transistor, Jamaica, N.Y., is principally a manufacturer of transistors and other electronic and semiconductor components for use mainly in electronic computers.

■ Technical topic

New console cabinets ▪ Designed for custom packaging for both single and multiple installations, Premier Metal Products Co., New York, has announced a new addition to its Prem-O-Rak modular console cabinets. The latest unit consists of a frame and end panels with tops of both front and rear rounded. The front and rear panel mounting angles are adjustable to any desired position. More information is available at 337 Manida St., New York 59, N.Y.

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CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775

WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif., WOodland 9-0770

OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), TErrace 9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

FATES & FORTUNES

Broadcast Advertising

Mr. Modell

Arthur B. Modell joins Kastor, Hilton, Chesley, Clifford & Atherton, N.Y., as senior vp, member of executive committee and member of plans board, effective Aug. 1. For past six years Mr. Modell has been executive vp and treasurer of L.H. Hartman Co., N.Y., and previously headed his own tv program production company.

Jack Finn, vp-administration, Whitehall Labs Div. of American Home Products, N.Y., named executive vp. Before joining Whitehall in 1952, Mr. Finn was with Biow Adv.

Terry R. Rice, formerly assistant director of national advertising for Borden Hilk and Ice Cream Co., named advertising manager of A.S.R. Products Co., division of Philip Morris Inc., N.Y. Mr. Rice will be in charge of all advertising for Gem razors and blades, Pal injector razors and its complete line of blades and Supreme products.

Jack M. Bristow, vp and manager of Cleveland office of BBDO, appointed account supervisor for W.A. Sheaffer Pen Co. account at BBDO in Chicago. **John H. Fogarty,** vp and account supervisor in Buffalo office, will succeed Mr. Bristow in Cleveland.

William S. Robinson and **Carlton Zucker,** account supervisors at Leo Burnett Co., Chicago, elected vps. **Charles Blakemore** promoted from copy writer to copy supervisor.

David Wedeck, assistant media director, appointed associate media director at Benton & Bowles, N.Y. **Richard Gershon,** previously media buyer, named assistant media director.

Richard L. Eastland, manager of Hollywood office of Campbell-Ewald Co. for past four years, named vp.

Louis A. Kennedy, associate copy director, and **Ramon W. Stultz,** administrative coordinator, elected vps at Leo Burnett Co., Chicago.

John Freese, manager, radio, tv commercial production, Young & Rubicam, N.Y., appointed vp in charge of all tv commercial film work done in Hollywood.

Len Carey resigns as executive vp of C.J. LaRoche & Co., N.Y.

Charles E. Van Voorhis elected vp of Ketchum, MacLeod & Grove, N.Y.

Dermott McCarthy, copy supervisor at Young & Rubicam, N.Y., named vp.

Eugene E. Cooper and **John D. Finley,** members of agricultural advertising and sales promotion staff of Klau-Van Pietersom-Dunlap, Milwaukee, promoted to vps.

E.J. Lewinski, merchandising director and account executive at M.M. Fisher Assoc., Chicago, elected vp.

John C. Butler, head of creative department; **Jack D. McIntyre,** in charge of industrial account service, and **Richard M. Katt,** director of radio-tv advertising, all appointed vps of Louis E. Wade Inc., Fort Wayne, Ind., agency.

Mr. Frankfurt

Stephen Frankfurt, supervisor of art, copy and production, Young & Rubicam, N.Y., named vp in charge of special projects. Mr. Frankfurt joined Y&R in 1954 as art director and was appointed senior art director last year. He will report to Charles Feldman, senior vp and creative director.

Robert D. Blegen, vp, account supervisor and writer, and **Francis J. Walsh,** vp and creative director, appointed creative group supervisors at Campbell-Mithun, Chicago. **Dale Kirchoff,** previously with Gardner Adv., St. Louis, named executive art director. Other staff additions: **Joseph Davidoff,** from Kenyon & Eckhardt, as art director and **Lois Claypool** and **Kenneth Ancel,** formerly public relations and editorial writers, to copy writing staff.

Harry J. Cordesman, formerly executive art director at Campbell-Mithun, Chicago, appointed creative art director at Dancer-Fitzgerald-Sample, that city.

Thomas M. Vincent joins Ogilvy, Benson & Mather, N.Y., as account executive on Pepperidge Farm bread. Mr. Vincent was formerly product manager at Colgate Palmolive Co., N.Y.

Charles T. Wood, formerly market research manager of R.T. French Co. (food manufacturers), Rochester, appointed market research director of Kitchens of Sara Lee (bakery goods), Chicago.

Ray Freedman, previously account executive at Olian & Bronner and Malcolm Howard Adv., Chicago, to Sander Rodkin Adv., that city.

Sandra Linkoff, previously advertising production manager of Buttenheim Publishing Corp., N.Y., to Fuller & Smith & Ross Inc., that city, as publicity coordinator.

J. Robert Conroy, formerly public relations director of Ross Roy Inc., Detroit, joins N.W. Ayer & Son as western public relations representative for its Plymouth-De Soto-Valiant News Bureau with headquarters in Hollywood.

Robert C. Will joins Los Angeles office of Harshe-Rotman (public relations firm) as account executive.

David Moger, president of David Moger & Co., N.Y., elected president, Assn. of Advertising Men & Women, that city, for 1960-61. Elected vps are **Stan Linden,** D.L. Terwilliger Co., and **Lynn Feldman,** Enterprise Advertisers' Service. **Dorothy Nixon,** Lever Bros., re-elected secretary and **Fred Matase,** Pronto Addressing & Mailing Service, re-elected treasurer.

Melcon Tashian, former art director of Grey Adv., N.Y., joins Sullivan, Stauffer, Colwell & Bayles, that city, in similar capacity.

Fred Barrett, retired vp and director of BBDO, N.Y., to Business Development Assoc., that city, marketing service organization.

Albert G. Hodor appointed general product manager for food products division of Pet Milk Co. He for-

sounds like
PAMS
is up to
something!

merly was product manager of evaporated milk products.

MacDonald Dunbar, formerly of WOR-TV New York, joins Television Bureau of Advertising, that city, as account executive.

Don Lewis, formerly in client service department of Henderson Adv., Greenville, S.C., to Leslie Adv., that city, as account executive.

Peter Kadetsky, formerly with WTAO Boston, to Kettell-Carter (advertising agency), that city, as account executive.

Suzanne Brock, formerly copy editor of *Glamour* magazine, to copy staff of Doyle Dane Bernbach, N.Y.

Robert S. Morton, formerly of Cunningham & Walsh, and **Sam Tarricone,** formerly of Benton & Bowles, join Doherty, Clifford, Steers & Shenfield, N.Y., as group supervisors in media department.

Henry Hager, copywriter, and **Glen Gardiner, Robert Wilkinson** and **William Davidson,** artists, to MacManus, John & Adams, Bloomfield Hills, Mich.

Tully J. Plesser, director of readership research at Fairchild Publications, joins Fuller & Smith & Ross, N.Y., as manager of research.

Robert A. Savage, service manager at John W. Shaw Adv., Chicago, assumes additional duties as office manager.

The Media

David E. Cassidy, formerly Los Angeles manager of The Bolling Co., radio-tv rep, to RKO General Inc., N.Y., as assistant to Hathaway Watson, vp in charge of broadcasting.

Bill Clarke, sales manager of KGNC-TV Amarillo, Tex., since 1953, promoted to station manager.

Norman W. Lofthus appointed general manager of KDES Palm Springs, Calif., succeeding **John Michel,** who resigned.

William C. Seaman, ABC-TV program production manager, named director of program services; **George Patrick,** commercial coordinator, named manager of daytime program services, and **Richard Mumma,** associate director, to commercial coordinator.

Neil Harold, administrator of sales information, CBS Radio Spot Sales, N.Y., named director of sales research.

Jeffrey P. Kuklin, operations manager of WNCN (FM) New York, appointed station manager.

John Thorsen, formerly member of ABC Chicago sales division, joins WPAT Paterson, N.J., as midwest sales manager and head of station's Chicago office. **William Codus,** formerly of Weed Radio, joins New York sales staff of WPAT. **Win Kirby** and **Len Levitt,** both of WNBC New York sales staff, also join WPAT.

George R. Bill, assistant treasurer, Metropolitan Broadcasting Corp., N.Y., appointed to additional post of business manager of WNEW-TV New York.

Dr. Leon Levy, formerly president of WCAU-AM-TV Philadelphia and currently on board of CBS, elected president of Atlantic City Racing Assn., succeeding late **John B. Kelly.**

Rowe S. Giesen, manager of program services, ABC-TV Network, Western Div., named manager of tv network programs.

Milton E. Magruder, member of NAB public relations staff, named assistant manager of pr. Before joining NAB in 1958 he had worked for *New York Herald Tribune,* NBC News and J.M. Mathes, New York advertising agency. He succeeds **Larry Sims,** who joins press bureau of Institute of Life Insurance, N.Y.

Bob Reed, previously with Gabbe, Lutz, Heller & Loeb (personal management firm), Hollywood, and Don Federson Productions, that city, named program-production manager of WPTA (TV) Roanoke (Fort Wayne), Ind. **Bill Jackson** to WPTA as air personal-

Reinsch joins Kennedy staff

J. Leonard Reinsch, executive director of the Cox radio and television stations, who served as executive director of the Democratic National convention in Los Angeles, last week was drafted by the Democratic presidential nominee as his communications consultant.

Announcement of the appointment was made at Sen. John Kennedy's summer home at Hyannis Port, Mass., last Wednesday (July 20). Mr. Reinsch was designated communications consultant, with his specific assignment that of coordinating the presidential nominee's radio and television appearances.

Mr. Reinsch, it is understood, will visit with Senator Kennedy and his staff this week, arriving at Hyannis Port on Wednesday with Mrs. Reinsch. Since the wind-up of the Democratic convention, he has been vacationing at Pebble Beach, Calif. It has been clearly indicated that both Senator Kennedy and his running mate, Senate Majority Leader Lyndon B. Johnson, intend to rely heavily upon the broadcast media in their campaign. This is premised largely on the notion that a majority of newspapers are traditionally pro-Republican.

Mr. Reinsch, 52, has been identified with Democratic activities in radio and television since the fourth Roosevelt campaign in 1944. He became radio advisor to President Truman after Mr. Roosevelt's death in April, 1945, and for a short period served as news (press) secretary to President Truman.

As has been the case in the past, Mr. Reinsch will serve without pay during this year's presidential campaign. He will take leaves of absence, as necessary, for the duration. As executive director of the Cox radio and television stations, Mr. Reinsch is the policy head of WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton and WSOC-AM-FM-TV Charlotte. He is also a minority stockholder (5%) in Biscayne Television Corp., which owns WCKT (TV) and WCKR Miami.

Mr. Reinsch started in radio in 1924 with WLS Chicago, while attending Northwestern. He joined the Cox organization in 1934 in Dayton where he established WHIO as a new operation. In 1939 he moved to Atlanta to manage WSB. He became managing director of the Cox stations in 1942 and executive director shortly thereafter. He is president of Carolina Broadcasting Co., which operates WSOC-AM-FM-TV, acquired by the Cox organization in April 1959. He is also a director of Atlanta Newspapers Inc.

ity. Before Army tour, he was art director of KTVO (TV) Ottumwa, Iowa.

Maggie Stair, formerly timebuyer at Fitzgerald Adv., New Orleans, to WWL-TV, that city, as national sales coordinator.

David Schwartz, formerly account executive of KACY Oxnard and previously with KNX Los Angeles and KDAY Hollywood, appointed sales manager of KUDU Ventura, all California.

Val Linder, assistant program manager of WCCO Minneapolis-St. Paul, named program manager, succeeding **H.S. (Hank) Basayne,** who returns to KCBS San Francisco where he started his radio career. WCCO staff member **Wally Olsen** succeeds Mr. Linder.

MR. METCALFE

Robert E. Metcalfe, formerly managing director of WPAR Parkersburg, W.Va., appointed managing director of WRDW-TV Augusta, Ga. Mr. Metcalfe has been with Friendly Group stations throughout most of his 12 years in broadcasting. WRDW-TV is newest Friendly Group acquisition and is CBS affiliate.

Tom Blair, news director of Gila Broadcasting Network, named director of special events and news production. Gila stations are: KGLU Safford; KVNC Winslow; KZOW Globe-Miami; KCKY Coolidge, and KCLF Clifton, all Arizona. **Jim Essex,** account executive with KGLU, to commercial manager of KVNC; **Les McBride,** program director of KGLU, succeeds him. **Don Rhea,** program and sales manager of KVNC, appointed program and production director of KGLU and entire Gila Network.

Jack Hurst, news director of WGST Atlanta, named program director; he continues as sportscaster and newscaster.

George L. Pettett, formerly on staff of Atlanta office of George P. Hollingbery Co., appointed manager of rep firm's new Dallas office at 211 N. Ervay. Telephone Riverside 8-0057.

Frank Beasley, account executive in Chicago office of CBS-TV Spot Sales since March 1959, transferred to New York to replace **Richard Beesemyer,** account executive who was appointed sales manager of KNXT (TV) Los Angeles.

George Goldman named promotion-publicity director of KEWB San Francisco. Previously he was director of creative services for Bartell Broadcasting Corp. and promotion director of KPIX (TV) San Francisco.

Leo La Porte, host of morning program on WPRO-TV Providence, promoted to additional post of director of public affairs and service for radio (WPRO).

MR. RABURN

Richard J. Raburn, director of accounting, NBC, appointed controller of NBC. Mr. Raburn joined NBC in 1951 as internal auditor, was named manager of auditing and systems in 1954, and in 1955 became director of accounting.

Paul Le Blanc appointed news director of KOWN Escondido, Calif.

Dave Davis, formerly with WKID Urbana to WKRS Waukegan, both Illinois, as news director. **Richard Tuchscherer,** formerly with KWK St. Louis, named assistant news director.

Mack Ward, vp and news director of KNOE-AM-TV Monroe, La., elected chairman of Louisiana-Mississippi Associated Press Broadcasters Assn. Mr. Ward was incorrectly identified in BROADCASTING, July 4.

Bruce Pennington, previously story editor for Revue Productions and for Four Star Films, to press information staff of CBS-TV Hollywood.

Eric Smith joins classical-music announcing staff of KPAM-KPFM (FM) Portland, Ore.

Jerry Grove, news director of WIBG Philadelphia, named vp for eastern region of state by members of UPI Broadcasters of Pennsylvania.

Ken Hanson, formerly with WHFI, to WABX (FM), both Detroit, as announcer.

Ellis Rall named manager of UPI's Sioux Falls, S.D., bureau.

Victor P. Reed, who has operated his own public relations firm in San Francisco for past three years, named news director of KGO-AM-TV, that city.

Frank Doyle appointed news director of KOCO-TV Oklahoma City. For past four years he has been correspondent at Cape Canaveral, Fla., for MBS, Westinghouse Broadcasting Co. and WCAU-AM-TV Philadelphia.

Harry M. Durning Jr., formerly reporter for *North Adams* (Mass.) *Transcript* and WMNB, that city, appointed editorial research writer for WBZ Boston.

MR. LINDLEY

Milton Lindley, formerly senior account executive and assistant station manager of WPIC (TV) Roseburg, Ore., appointed station manager of WCBY Coos Bay, Ore. Mr. Lindley previously held positions at KEYY Pocatello, Idaho; KBOW Butte, Mont., and KPNR Roseburg, Ore.

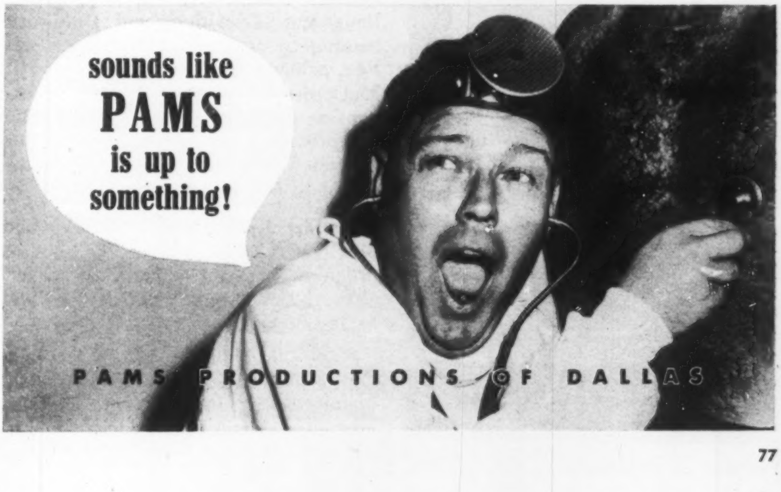
Walter Sweitzer, program director of WSBT South Bend, Ind., assumes similar duties with WSBT-TV.

Morton Siegel, formerly in program department of WSLS-TV Roanoke, Va., to WFMD Frederick, Md., as program manager.

Fritz Kuler, program director of KRLD-TV Dallas and president of Civitan Club in that city, elected treasurer of Civitan International.

Johnny Pearson, air personality and ventriloquist, returns to WHB Kansas City. He was with WHB from 1954 to 1957 and subsequently was program consultant for The Katz Agency, N.Y., and air personality for ABC-TV and WABC New York.

Albin R. Hillstrom, previously chief engineer of WOAI-TV San Antonio,



Tex., to KOOL-AM-TV Phoenix, Ariz., in similar capacity.

MR. STEVENS

Edwin J. Stevens named vp of programming and promotion for Cleveland Broadcasting Inc., (WERE Cleveland; WERC Erie, Pa., and WLEC Sandusky, Ohio). Mr. Stevens was previously general manager of KVOR Colorado Springs and of KPAS Banning, Calif. Prior to that he had been program and promotion director of WERE. **Guy S. Harris,** program director of WERE, has resigned.

George Dixon, formerly on city desk of *Pittsburgh Press*, joins KDKA-TV, that city, as news editor.

H. Malcolm Stuart, formerly account executive with Paul H. Raymer Co. (station rep), N.Y., joins QXR Network, that city, in similar capacity.

Bill Brown and **Clifton Johnson** to KICO Calexico, Calif., as announcer and host of *Hymn Time* program, respectively.

Jim Loyd to WSVA Harrisonburg, Va., as disc jockey.

Harry Kevorkian, formerly newsman at WDBJ-AM-TV Roanoke, Va., to WSBT-TV South Bend, Ind., in similar capacity.

Storer weds

George B. Storer Sr. and **Mrs. Dorothy Manville Kiggins** were married July 16 at the Saratoga Club, Saratoga, Wyo. Mr. Storer is president and board chairman of the broadcasting company bearing his name. Mrs. Kiggins is the widow of Keith Kiggins, formerly vice president of NBC and executive vice president of ABC when it separated from parent NBC; he later served as a vice president of Storer Broadcasting Co. She was given in marriage by Don Searle, part-owner of KFNF Shenandoah, Iowa; KMMJ Grand Isle, Neb., and KXXX Colby, Kan., who is a long-standing friend of both parties. The Storers will make their home in Miami Beach, Fla.

THE STARS SHOW THE WAY . . . To KMSO-TV, A "Preferred" Buy.
CBS***NBC***ABC
58,475 TV HOMES

- MISSOULA scores highest again. Bank Debits have soared to +20% for the 1st Quarter of 1960 as market prospers. (Highest of all Montana Cities).
- In "HIGH-SPOT PREFERRED CITIES" Missoula leads all other Montana cities with an index of 109.6.
- ADVERTISE where business is good. Missoula has been a "Preferred" city for 15 out of past 20 months. (Sales Management Business Activity)
- KMSO-TV covers all of Western Montana . . . Missoula, Butte, Anaconda, Deer Lodge . . . Hamilton, Kalispell, Helena . . . 18 Community Boosters.

KMSO-TV
MISSOULA, MONTANA

NATIONAL REPRESENTATIVES
FORJOE-TV, Inc.

Programming

Lawrence F. Herndon elected president of Keitz & Herndon Inc., Dallas, producer of tv commercials and business films. Company was founded 10 years ago and recently incorporated. **R.K. Keitz** elected executive vp; **Thomas R. Young,** vp.

Granville (Sascha) Burland, formerly production director at McCann-Erickson announces formation of his own commercial production company, C/Hear Services Inc., 210 E. 47th St., New York 17. Telephone: Eldorado 5-7212. Firm will create and produce advertising for both radio and tv. Mr. Burland is also writing and producing cartoon series for tv entitled *The Nutty Squirrels Present.*

Robert Soderberg, assistant to Thomas McDermott, executive vp of Four Star Television, and **Dominick Dunne,** tv producer at 20th Century-Fox, named executive assistants to Mr. McDermott in reorganization and expansion program. **Robert Claver,** who has produced live and taped programs in New York, will also serve as assistant to Mr. McDermott.

Robert J. Northshield, who joined NBC-TV's *Today* show last May as program manager, named producer. He succeeds **Robert Bendick,** who will be re-assigned.

Jackie Martin elected vp for sales and pr of Norwood Studios Inc., Washington, D.C., film producer. She also continues as still photo editor.

Roger Donley, film editor, and **Bill Kotler,** cameraman, both formerly with UPA Productions, join Format Films, Hollywood.

Harry Keller, tv director, signed to long-term contract to direct MGM-TV's *National Velvet,* new series starting Sept. 18 on NBC-TV. Mr. Keller also will serve in executive capacity with Velvet Productions, planning new production for 1961.

Luis Tangiri, formerly of *El Diario de Nueva York*, Spanish-language daily newspaper, joins Radio Press International news department. **Larry Nathan,** who has had several reporting assignments for RPI, named to permanent staff of New York bureau.

Warren M. Peterson, formerly station and general sales manager of WJOC Jamestown, N.Y., joins RCA Victor Recorded Program Services, as midwestern sales representative.

Ed Adamson and **William Friedberg** sign with Four Star Tv to produce *Wanted—Dead or Alive* and *Peter Loves Mary* series, respectively.

Buddy Clarke, director of publicity and promotion at Trand Assoc., N.Y., appointed vp in charge of sales, publicity and promotion for all Trand organizations. **David Simmons,** formerly head of Simmons Assoc., N.Y., joins Trand as vp in charge of station relations.

Tom Yakudis, formerly with animation department of UPA, to layout and design department of Jay Ward Productions.

Equipment & Eng'ring

Arthur L.B. Richardson, vp, secretary and general counsel of Sylvania Electric Products Inc., N.Y., elected senior vp. **William F. Rueger,** senior division counsel, elected secretary. Mr. Richardson will have over-all responsibility for Sylvania's public relations, industrial relations and purchasing departments, among others, and will continue to head law department.

Dr. C. Lester Hogan, general manager of Motorola Inc. semiconductor products division, elected vp. He will continue to manage Phoenix-based semiconductor activity under general direction of Dr. Daniel E. Noble, executive vp.

H.E. McCallick appointed executive vp of Capitol Radio Engineering Institute, Washington, D.C.

Milton Auster, director of branch operations, and **Stanley R. Seltzer,** na-

NAB committee

Joseph E. Baudino, Westinghouse Broadcasting Co., Washington, D.C., and **Daniel W. Kops,** WAVZ New Haven, Conn.-WTRY Troy, N.Y., have been chosen co-chairmen of NAB's editorializing committee for 1960-61. Other committee members named were: **John F. Dille, Jr.,** Truth Publishing Co., Elkhart, Ind.; **Eugene B. Dodson,** WTVT (TV) Tampa, Fla.; **Simon Goldman,** WJTN-AM-FM, Jamestown, N.Y.; **Robert T. Mason,** WMRN Marion, Ohio, **Lawrence H. Rogers, II,** Taft Broadcasting Company, Cincinnati; **Lee Ruwitch,** WTVJ (TV) Miami, Fla., and **Ben Strouse,** WWDC-AM-FM Washington, D.C.

tional field sales manager in charge of distributors, named vps of new marketing subsidiary of The Siegler Corp., Olympic Radio & Television Sales Corp., L.A.

Dale Buzan, formerly production supervisor for General Communications, appointed manager, production engineering, of broadcast equipment division of Sarkes Tarzian Inc., Bloomington, Ind.

Charles J. Hartman, technical director of closed circuit etv installation operated by TelePrompTer Corp. for Ordnance Guided Missile School at Huntsville, Ala., appointed director of engineering operations for TelePrompTer's programs and productions division, N.Y.

George W. Yazell, formerly assistant manager of WOAY-TV Oak Hill, W.Va. and **Harold Arment,** formerly vp and general sales manager of Lamda Pacific Engineering Co., Van Nuys, Calif., appointed broadcast sales engineers at Gates Radio Co.

George Maynard, production foreman of Gertsch Products Inc., Los Angeles electronics company, named chief production engineer.

Thomas S. Hurley, previously sales promotion manager for Raytheon Co., Waltham, named supervisor of merchandising and advertising for CBS Electronics semiconductor operations, Lowell, both Massachusetts.

William Rappolt, formerly with Standard Electronics, to Adler Electronics, New Rochelle, N.Y., as systems sales engineer for tv broadcast relaying and repeating equipment.

Government

Robert C. Seamans Jr., chief engineer of RCA's Missile Electronics & Control Div., named associate administrator, National Aeronautics & Space Administration, effective Sept. 1. This is top career post in government space agency; number-one job after presidentially-appointed Administrator (T. Keith Glennan) and deputy administrator (Hugh L. Dryden).

Martin I. Levy, chief FCC tv applications branch of Broadcast Facilities Div., named assistant division chief. Mr. Levy joined FCC in 1948 as lawyer and has been chief of tv applications since 1957.

Allied Fields

Jerry S. Rice, formerly copywriter, editor and educational relations specialist with General Electric Co., joins staff of Mohawk-Hudson Council on Educational Television, Schenectady, N.Y., to engage in developmental activities.

James Loper, assistant director of the radio-tv bureau of Arizona State U., to Los Angeles State College as head of new broadcast service center, which will coordinate all radio and tv activity on campus. **Harry Ratner,** formerly with KQED (TV), San Francisco educational station, will be program supervisor and **Howard Stucker** tv engineering supervisor for college, which presents five half-hours of tv instruction weekly over KCOP (TV) Los Angeles.

International

Roger Duhamel, vice-chairman of Canadian Board of Broadcast Governors, appointed Queen's Printer at Ottawa, Ont. Mr. Duhamel, once French-language newspaper editor of former Montreal *La Patrie,* was one of three permanent members of BBG. In new post he will be in charge of Canadian government's printing bureau.

W.E. Chevrier, formerly of French-language television drama production division of Canadian Broadcasting Corp., Montreal, Que., and more recently of commercial division of CBC, to director of selective sales department for French-language tv stations, with headquarters at Montreal.

Don Lawrie appointed director of broadcast operations of Northern Broadcasting Ltd., Toronto, Ont., holding company for CKFH North Bay; CJKL Kirkland Lake; CKGB Timmins; CKWS-AM-TV Kingston, and CHEX-

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ABP

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

Seein' tars ■ Some 40 media and educational representatives from Washington, Chicago and New York visited the Naval Air Station, Pensacola, Fla., as guest of the Navy. They spent a day aboard an aircraft carrier and got a first-hand view of a day in the life of a navy man. Getting set for a trip aloft are, from bottom to top, Sidney Wolf of Keystone Broadcasting System; Richard McCool and Jim Street, Premium Advertising Assn. of America; Noel Rhys, Keystone; Bill McConnell Jr., Automatic Merchandise Corp.; Commander H.H. Bishop of the Navy, and Donald J. Wilkins, Advertising Federation of America.

AM-TV Peterborough, all Ontario. **D.C. Tucker,** formerly of RCA-Victor Ltd., Toronto, to assistant director of broadcast operations.

Deaths

MR. WEIL

Eugene P. Weil, general manager of WABQ Cleveland, and his wife, Wallis, died July 1 in crash of his light airplane between Albany and Syracuse, New York. Mr. Weil, broadcasting veteran of 25 years, had been vp and general manager of WLOK Memphis, Tenn., general sales manager of WGY-WRGB Schenectady, N.Y., and general manager of WJRD Tuscaloosa, Ala., in addition to holding various positions at other stations.

Edward F. McGrady, 88, retired vp in charge of labor relations, RCA; on board of directors until last year of both RCA and NBC, and former first assistant Secretary of Labor, died July 17 in Newtonville, Mass., after long illness.

Charles Peter Edwards, 74, retired deputy minister of Canadian Dept. of Transport, Ottawa, Ont., died July 13. Pioneer in radio, he came to Canada in 1906 when Canadian Marconi Co. was establishing government wireless stations in Nova Scotia.

Edward William Reynolds, 78, chairman of E.W. Reynolds Ltd., Toronto, advertising agency, died July 14. Born and educated in England, he came to Canada in 1929 as newspaper correspondent and some years later formed advertising agency in Toronto, having among his accounts General Mills Foods Ltd., New York Life Insurance Co., Procter & Gamble Co. of Canada, and Nestles Canada Ltd. He was president of Canadian Assn. of Advertising Agencies for five years, organized national radio committee of Assn. of Canadian Advertisers, CAAA, and Canadian Assn. of Broadcasters during World War II for war loans.

Richard James Bailey, film editor of KRON-TV San Francisco, died following injuries sustained in sports car racing accident July 10 in Vacaville, Calif.

Albert E. Stine, 48, who as special membership executive of Associated Press did membership work with newspapers and radio-tv stations in Kansas, Missouri, Arkansas, Oklahoma and Texas, died Wednesday (July 20) at St. Luke's Hospital, Kansas City, Mo., after 10-day illness. Mr. Stine started in radio business with NBC in Chicago and joined WHB Kansas City in 1932.

Lawrence Tibbett, 63, well-known opera singer and radio star, died last week in New York. He was prime mover in formation of American Federation of Radio Artists (now American Federation of Television & Radio Artists), of which he was once vp.

INTERNATIONAL

CBC ENDS YEAR WITH SURPLUS

Tv revenue hits $36 million, up 16%; but radio income drops to $1.85 million

For the first time in five years the Canadian Broadcasting Corp. was able to report to the Canadian Parliament that it did not need all the money granted it. CBC reported commercial radio and television program sales of $38,162,337, for the fiscal year ending March 31, 1960, an increase of $6,103,722 over the previous year.

Television advertising revenue totalled $36,312,000, up $6,185,000 in the year, and $4 million over the target set by CBC's commercial division when they launched a new drive for commercial revenues last year. Radio advertising revenue was off $117,000 to $1,850,000 in the fiscal year.

Despite the surplus, CBC did not meet half its program expenses of $80,968,107. Its operating expenses increased by $703,000 to $52,300,000, a small boost compared to the $7,728,000 increase in operating expenses the year before. CBC used $52,300,728 of the government's grant of $58,404,000.

The CBC report, made public in the Canadian House of Commons at Ottawa, on July 15, added that the advent of competitive tv stations late this year in cities where CBC has enjoyed a monopoly to date, may have the effect of reversing the higher revenue trend.

As the financial report was announced at Ottawa, CBC's program department at Toronto released details of its fall and winter schedule, showing a high percentage of commercial network time sold in the coming months. The schedule shows the national network starting at 2 p.m. weekdays, at 5 p.m. Saturdays and 12:45 p.m. on Sundays.

There will be an increasing number of Canadian live and film programs, including many new children's shows directed to different age groups. There will also be more imports from U.S. networks and film companies. Included will be the *Twentieth Century, The Verdict Is Yours* Monday through Friday from CBS, *Red Skelton, Tennessee Ernie Ford,* and pre-release of new film programs *My Three Sons, My Sister Eileen, Klondike, Danger Man,* and *National Velvet.*

Second tv network organizes in Canada

Independent Television Organization was formed at Winnipeg, Man., last Monday (July 18) to develop a television network to compete with the government's Canadian Broadcasting Corp. Closed meetings were held by stations recently licensed as second tv stations in major Canadian markets.

A statement issued after the meetings said that "the main purpose is the foundation of a mutual organization to assist in the production and distribution of Canadian television programs." The group will consult with the Canadian Board of Broadcast Governors regarding its aims.

R. E. Misener, manager of CFCF-TV Montreal, Que., was elected president of the new Independent Television Organization, with Ralph Misener (no relation), CJAY-TV Winnipeg, Man., as vice president; Charles Baldour, CFTO-TV Toronto, Ont., as secretary; and E. L. Bushnell, president of recommended licensee at Ottawa, Ont., as treasurer. Directors elected were Finlay MacDonald, CJCH-TV Halifax, N. S.; Paul L'Anglais, CFTM-TV Montreal, Que.; Gordon Love, CFCN-TV Calgary, Alta.; G. R. A. Rice, CFRN-TV Edmonton, Alta.; and Art Jones, CHAN-TV Vancouver.

Only station of this group now on the air is CFRN-TV Edmonton, which will be replaced on the CBC tv network when the newly licensed CBC tv station there goes on the air early next year.

■ Abroad in brief

Beirut broadcasting ■ A new radio station is under construction in Beirut, Lebanon, and a tv station is planned. The radio facilities occupy an area of 5,795 square meters. An additional 5,746 square meters are reserved for the tv station. The outlets will reportedly feature modern electronic equipment, with the cost to the government estimaed at $2.7 million. Target date is Jan. 1, 1961.

Olympics on CBC ■ Canadian Broadcasting Corp. has arranged with CBS to telecast the Olympic Games on a daily basis from Aug. 29 to Sept. 10, airing the films taken earlier that day in Rome, Italy. The films will be flown to New York to provide same-day tv coverage for both networks. Canada will have 99 athletes taking part in the Olympic Games.

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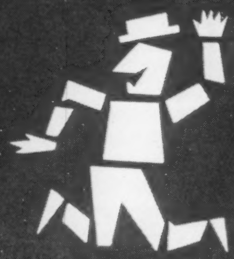

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Radio goes everywhere

A Washington diplomat stepped out of his office last summer and heard Beethoven's 9th Symphony pouring out of a man hole cover. The reason? A sanitation engineer was tuned in to WGMS Washington, D.C., on his portable radio.

These strange encounters by listeners to WGMS are being recited as part of the station's "Radio Reaches Everywhere" contest. Listeners are invited to send in letters telling about the most unusual place in which they have listened to the "Good Music Station." Winners receive Channel Master transistor radios.

Some of the zaniest replies received thus far by WGMS: A swimming pool repair man who enjoys Berlioz under water; a mother who gave birth while enjoying Mozart as background music; and a high-flying music lover who picked up the station 35,000 feet over Albuquerque; and an engineer of a rival station who regularly "sneaks" his listening in while ensconced in the control room.

Pre-convention campaigning

WIIC (TV) Pittsburgh, Pa., did some pre-convention campaigning of its own to promote the NBC-TV coverage of the Democratic National Convention. The NBC affiliate went all out in staging a "demonstration" for Huntley-Brinkley, complete with balloons and streamers.

Highlight of the three-day promotion was a parade which, according to the station, drew 10,000 persons into the Brookline business district.

The ch. 11 facility had the cooperation of businesses and merchants in the Brookline area who set up window displays which featured NBC personalities. Over 70 merchants participated, the station reported.

HEAR
Jack Reynolds
OF WSAI
by telephone from Hawaii
Just pick up this phone and listen to Jack talking direct from Hawaii all this week..
wsai Radio

Reporting back ■ Jack Reynolds, WSAI Cincinnati air personality has been expertly mixing business with pleasure. Mr. Reynolds has been phoning back daily reports for broadcast from his Hawaiian vacation. The station has been holding a week-long WSAI 50th state celebration in conjunction with a suburban shopping center's awarding prizes brought back from the Islands by Mr. Reynolds. The young lady pictured above with Ron Britain (another WSAI personality)) was not a prize, the station regretfully reported.

Pulse contest

The Pulse Inc., New York, announces a contest which the company hopes will develop new ideas for improved data service. Members of advertising agencies and client auvertisers are invited to tell in approximately 400 words how they have used Pulse data to solve a specific problem. The pooled experience will be incorporated into its broadcasting research service. From the replies chosen best by a panel of judges, the top 20 will receive awards ranging from $500 to transistor pocket radios. Deadline for entries is Sept. 1, and winners will be announced Oct. 1.

Parental concern

Westinghouse Electric Corp., during its sponsorship of CBS-TV's coverage of the Democratic National Convention, displayed parental interest in two tv programs produced by Westinghouse Broadcasting Co. Westinghouse Electric used part of its $6 million tv package to promote *Reading Out Loud,* a series of 15 half-hour programs with leading American personalities reading classics to children, and *Lab 30,* a half-hour advanced science series starring Hugh Downs and Westinghouse scientists. Each program received two 90-second institutional promotions in prime evening time. Produced by Perry Lafferty and the Ketchum MacLeod & Grove agency, the announcements utilized clips of various scenes in each series and mentioned that the programs are available free to any interested broadcaster on a non-commercial basis.

■ Drumbeats

Roundup time ■ It's time for the ponies of Chincoteague, Va., to unite! Each year on July 26 officials of this island community round up the wild ponies which run loose the year around and sell them at auction. WDVM Pocomoke City, Md., has been named the "official station" to broadcast the roundup activities.

No summer 'Payne' ■ Air-conditioning notwithstanding, employes of WFPA Ft. Payne, Ala., seem to be singularly fortunate this summer. The station is now broadcasting "poolside" from its newly opened swimming pool at the station building atop Lookout Mountain.

Air power ■ WBRZ (TV) Baton Rouge, La., is co-sponsoring an air show, "Sky-O-Rama" in cooperation with the Defense Dept. The show, which will be held at Ryan Airfield, on Aug. 20, will feature the Thunderbirds, the famed precision flying team of the Air Force.

Lest they forget ■ Jack Sterling of WCBS New York isn't letting vacationing listeners forget the hometown station. He cuts tapes for broadcast on WNOG Naples, Fla., saying he hopes vacationing New Yorkers are having an unforgettable time.

Newest among the leaders serving America's greatest radio market!

More audience per dollar than any other leading radio station in greater Los Angeles!

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FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

July 14 through July 20. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

ACTION BY FCC

Circle L Inc.; Reno Telecasting Co.; Sierra Tv Co.; Rocky Mountain Tele Stations; Nevada Bcstrs. Fund, Inc.; Comstock Telecasting Corp.; Reno, Nev.—Designated for consolidated hearing applications for new tv stations to operate on ch. 4. Ann. July 20.

Existing Tv Stations

ACTIONS BY FCC

WTOL-TV Toledo, Ohio—Waived sec 4.603 of rules and granted mod. of cp of tv STL station KQK-60 to permit multiplexing fm program material over it, from Community's WTOL-FM studios to fm transmitter which is being relocated at site of tv transmitter. Similar grants in past were made to WMTW-FM-TV Poland Springs, Me., and WHBF-FM-TV Rock Island, Ill. Ann. July 14.

***WMVS-TV Milwaukee, Wis.**—Cp to change ERP from vis. 129 kw, aur. 65.7 kw to vis. 316 kw, aur. 159 kw; change type of trans. from RCA TT-10AH to RCA TT-25BH; make changes in equipment and change ant. height above terrain to 750-ft. Ann. July 18.

Tv Translators

Honey Lake Community Tv Corp. Susanville and Herlong, Calif.—Granted cp for new tv translator station on ch. 70 to translate programs of KOLO-TV (ch. 8) Reno, Nev. Ann. July 14.

Quinn River Tv Maintenance District McDermitt, Nev.—Granted cp for new tv translator station on ch. 70 to translate programs of KTVB-TV (ch. 7) Boise, Idaho. Ann. July 14.

Honor System Tv Assn. Inc. Alpine and Marfa, Tex.—Granted cp for new tv translator station on ch. 81 to translate programs of KTSM-TV-TV (ch. 9) El Paso, Tex. Ann. July 14.

Winter Garden Translator System Inc. Carrizo Springs and Crystal City, Tex.—Granted cp for new tv translator station on ch. 70 to translate programs of WOAI-TV (ch. 4) San Antonio, Tex. Ann. July 14.

New Am Stations

ACTIONS BY FCC

Nashville, Ga.—Hanson R. Carter granted 1600 kc, 1 kw D. P.O. address Box 211. Estimated construction cost $20,628, first year operating cast $37,500, revenue $40,350, Mr. Carter is business manager KWEM Memphis, Tenn. Ann. July 14.

Caldwell, Idaho—Christian Bcstg. Co. of Idaho, granted 910 kc. 1 kw. D. P.O. address 11635 S.W. Highway 217, Tigard, Ore. Estimated construction cost $18,274, first year operating cost $48,000, revenue $66,000. Equal partners are **F. Demcy Mylar,** 50% owner of KRWC Forest Grove, Ore., and **Harold Shaw,** decorator-designer. Ann. July 14.

Jacksonville, Ill.—Guy E. McGaughey Jr., granted 1550 kc, 1 kw N., 1 kw D. unl. P.O. address Skiles Bldg., Mt. Carmel, Ill. Estimated construction cost $57,600, first year operating cost $102,000, revenue $120,000. Mr. McGaughey, sole owner, is attorney. Ann. July 14.

Hennepin Bcstg. Assoc. Minneapolis, Minn.; Robert E. Smith River Falls, Wis.; Crystal Bcstg. Co. Crystal, Minn.—Designated for consolidated hearing applications for new am stations to operate on 690 kc, DA, D—Hennepin and Crystal with 500 w, and Mr. Smith with 1 kw made KUSD Vermillion, S.D., party to proceeding. Ann. July 14.

Washington, N.C.—WOOW Inc. granted 1320 kc, 500 w D. P.O. address Murphy's Farm, White Haven, Pa. Estimated construction cost $8,305, first year operating cost $30,000, revenue $40,000. Majority owner **John Patrick Gallagher** (97.36%) owns WOOW Washington, N.C., which has applied for permission to move to Greenville, N.C. Mr. Gallagher is vice president of **Visual Electronics,** New York. Ann. July 14.

KWHW Altus, Okla.; Charles L. Cain El Reno, Okla.; KGFF Shawnee, Okla.; KENM Portales, N.M.; KSIW Woodward, Okla.; KSNY, Snyder, Tex.—Designated for consolidated hearing application of Mr. Cain for new am station to operate on 1460 kc, 500 w, D; KWHW, KGFF, KENM, KSIW, and KSNY to increase daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N; made KCRB Chanute, Kans.; KVLH Pauls Valley, Okla.; KHOG Fayetteville, Ark.; KENA Mena, Ark.; KWBW Hutchinson, Kans.; KFDA Amarillo, Tex.; KLMX Clayton, N. M.; KLLL Lubbock, Tex.; and KCMR McCamey, Tex., parties to proceeding; and made KGFF, KSIW, KSNY, KWHW, KENM parties with respect to their existing operations. Ann. July 14.

Skyline Bcstrs Inc. Klamath Falls, Ore.; Earl McKinley Trabue Myrtle Creek, Ore.—Designated for consolidated hearing applications for new am stations to operate on 1010 kc, D—Skyline with 1 kw and Mr. Trabue with 5 kw, DA. Ann. July 14.

Norman A. Thomas Greeneville, Tenn.; Greene County Bcstg. Co., Greeneville, Tenn.; WATA Boone, N.C.; WHKP Hendersonville, N.C.—Designated for consolidated hearing applications of Mr. Thomas and Greene County for new am stations to operate on 1450 kc, 250 w unl.; WATA and WHKP to increase daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N; made WGNC Gastonia, N.C.; WQOK Greeneville, S.C., anl WCSR Greenwood, S.C., parties to proceeding made WATA and WHKP parties with respect to their existing operations. Ann. July 14.

Eagle River, Wis.—Eagle River Bcstg. Co. Granted 950 kc. 1 kw D. P.O. address 221 First Ave., N.E., Oelwein, Iowa. Estimated construction cost $24,250, first year operating cost $40,000, revenue $55,000. Equal owners are **Walter J. Teich,** who has interest in KOEL Oelwein, Iowa and **Ken S. Gordon,** station manager KDTH Dubuque, Iowa, Ann. July 14.

APPLICATIONS

Norton County, Kans.—Norton Bcstg.. Inc., 1530 kc, 1 kw D. P.O. address Norton, Kans. Estimated construction cost $27,089, first year operating cost $36,000, revenue $26,000. Principals include **Neil L. Johnson,** 60%, and others. Mr. Johnson is in grain sales and storage. Ann. July 18.

Somerville, N.J.—Somerset County Bcstg. Co., 1530 kc, 1 kw D. P.O. address Box 351, Coatesville, Pa. Estimated construction cost $60,170, first year operating cost $96,000, revenue $115,000. Principals are **William S. Halpern** and **Louis N. Seltzer,** equal partners, owners of WCOJ Coatesville, Pa. Ann. July 14.

East Gastonia, N.C.—Boyce J. Hanna, 1510 kc, 5 kw D. P.O. address 1101 East Park Drive, Gastonia, N.C. Estimated construction cost $37,674, first year operating cost $30,000, revenue $38,000. Applicant is majority owner of WADA Shelby, N.C. Ann. July 14.

Mayville, N.D.—Marlin T. Obie and Henry G. Tweten, 1520 kc, .250 kw D. P.O. address Box 230, East Grand Forks, Minn. Estimated construction cost $11,400, first year operating cost $30,000, revenue $38,000. Principals are equal partners. Mr. Tweten is attorney. Mr. Obie has interest in KXLO Lewiston, Mont., and is sole owner of KRAD East Grand Forks, Minn. Ann. July 19.

Napoleon, Ohio—Downriver Bcstg. Assn., 1540 kc, 0.5 kw D. P.O. address 7045 Monolova Road, Maumee, Ohio. Estimated construction cost $18,687, first year operating cost $36,000, revenue $48,000. Principals include **Robert R. Groth, Rev. L.K. Zank,** and **Eugene A. Robinson,** 33⅓% each. Mr. Groth is in pipe line construction. Rev. Zank is teacher. Mr. Robinson is employe of WSPD Toledo, Ohio. Ann. July 18.

Bayamon, P.R.—Jesus Vargas Candelaria, 1400 kc, .25 kw unl. P.O. address Box 833, Bayamon, P.R. Estimated construction cost $11,600, first year operating cost $10,000, revenue $16,000. Applicant is purchasing agent of Central Juanita Inc. Ann. July 19.

Mineola, Tex.—Mineola Bcstg. Co., 1510 kc, .25 kw D. P.O. address Box 4361, Dallas, Tex. Estimated construction cost $10,420, first year operating cost $27,600, revenue $32,400. Principals are **J.A. Windham** and **Lee Robinson,** equal partners. Mr. Windham is in life insurance. Mr. Robinson is in automotive products manufacture. Ann. July 18.

Existing Am Stations

ACTIONS BY FCC

WBHF Cartersville, Ga.—Designated for hearing application to increase daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N; made WOGA Chattanooga, Tenn.; WDNG Anniston, Ala.; and WRGA Rome, Ga., parties to proceeding. Ann. July 14.

WBLJ Dalton, Ga.; WFOM Marietta, Ga.; WMMT McMinnville, Tenn.—Designated for consolidated hearing applications to increase daytime power from 250 w to 1 kw, continuing operation on 1230 kc, 250 w-N; made WBHP Huntsville, Ala., party to proceeding, and WBLJ, WFOM and WMMT parties with respect to their existing operations. Ann. July 14.

WKEU Griffin, Ga.—Granted increase in daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N; engineering condition. Ann. July 14.

WMVG Milledgeville, Ga.—Granted increase in daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N; engineering condition; remote control permitted. Ann. July 14.

KLIQ Portland, Ore.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1290 kc, D; condition. Ann. July 14.

WCRS Greenwood, S.C.—Granted increase in daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N; engineering condition. Ann. July 14.

EDWIN TORNBERG
& COMPANY, INC.

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1625 Eye Street, N.W.
District 7-8531

APPLICATIONS

KWKW Pasadena, Calif.—Cp to increase daytime power from 1 kw to 5 kw; change from DA-N to DA-2. Changes in DA system and ground system, install new trans. (1300 kc). Ann. July 13.

KRAK Stockton, Calif.—Mod. of license to change station location from Stockton, Calif. to Sacramento, Calif. change studio location from 409 E. Market St., Stockton, Calif to Hotel Senator, Sacramento, Calif. (1140kc). Ann. July 13.

KCOG Centerville, Iowa—Mod. of license to change from SH to unl. (1400kc). Ann. July 13.

KDSN Denison, Iowa—Cp to change frequency from 1580 kc to 1530 kc; change from employing DA to Non-DA, make changes in ground system. Ann. July 13.

General Communications, Lafayette, La.—Mod. of cp to increase daytime power from 500 w to 10 kw, install new trans, change from DA-1 to DA-2 (employing DA-D during critical hours only). (1520kc). Ann. July 14.

WDSU New Orleans, La.—Mod. of cp to change from DA-1 to DA-N (1280kc). Ann. July 13.

WSME Sanford, Me.—Amendment to application for cp to change frequency to 1480 kc; delete request to change hours of operation to unl. Ann. July 13.

WMDD Fajardo, P.R.—Cp to change frequency from 1490 to 1480 kc; increase power from 250 w to 5 kw, unl. hours of operation and install new trans. Ann. July 14.

WKYN Rio Piedras, P.R.—Mod. of license to change hours of operation from D to unl. using power of 1 kw night and day. (Request waiver of sec. 3.28 (c) of rules.) (630kc). Ann. July 14.

WDXE Lawrenceburg, Tenn.—Cp to increase daytime power from 1 kw to 5 kw, install, DA system, install new trans, make changes in ground system and delete remote control point. Ann. July 13.

KONI Spanish Fork, Utah.—Mod. of cp to change station location from Spanish Fork, Utah to Spanish Fork-Springville, Utah and establish second main studio at Springville, Utah. (1480kc). Ann. July 13.

WCEF Parkersburg, W. Va.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. (1050kc). Ann. July 13.

New Fm Stations

ACTIONS BY FCC

Sarasota, Fla.—Multitone Music Corp. Granted 102.5 mc, 2.73 kw. P.O. address 1373 Fifth St., Sarasota, Fla. Estimated construction cost $22,414, first year operating cost $14,907, revenue $22,464. Principals are **James E. Grant Jr., Harold J. Bische, John F. Cannon** and **Melton L. Augustine,** 25% each. Messrs. Bische and Cannon are owners of industrial electronics sales and service company. Mr. Grant is electronics technician. Ann. July 14.

Des Moines, Iowa—KSO Inc., granted 98.5 mc. 9.06 kw, P.O. address 1910 Ingersoll Ave., Des Moines, Iowa. Estimated construction cost $12,000, first year operating cost $3,000, revenue $18,000. Principals are **N.L. Benton, Anton J. Moe, Edmond R. Ruben** and **Joseph L. Floyd,** 25% each, licensees of KSO Des Moines. Ann. July 14.

Wichita, Kans.—BB&L Bcstg. Corp., granted 96.9 mc. 1.95 kw, P.O. address 426 Amarillo Building, Amarillo, Tex. Estimated construction cost $20,571, first year operating cost $25,550, revenue $40,000. Principals include **James R. Barnhill Jr., Jess Latham Jr.,** and **Ben D. Beck,** 33⅓% each. Messrs. Barnhill and Beck are oil and gas brokers. Mr. Latham is in insurance. Ann. July 14.

Las Vegas, Nev.—Suna Bcstg. Corp. Granted 100.5 mc, 2.9 kw. P.O. address Tropicana Hotel, Las Vegas, Nev. Estimated construction cost $12,700, first year operating cost $1,000. Suna Bcstg. is licensee of KRAM Las Vegas. Applicant fm will duplicate am station. Ann. July 14.

Eaton, Ohio—Western Ohio Bcstg. Services Inc. Granted 92.9 mc, 3.1 kw. P.O. address 505 N. Barron St., Eaton, Ohio. Estimated construction cost $11,532, first year operating cost $7,000, revenue $25,000. Principal applicant is **Helen J.Coning** who is in appliance business. Ann. July 14.

Fort Worth, Tex.—BB&L Bcstg. Corp., granted 102.1 mc. 1.68 kw, P.O. address 426 Amarillo Building, Amarillo, Tex. Estimated construction cost $20,571, first year operating cost $25,550, revenue $40,000. Principals include **James R. Barnhill Jr., Jess Latham Jr.,** and **Ben D. Beck,** 33⅓% each. Messrs. Barnhill and Beck are oil and gas brokers, Mr. Latham is in insurance. Ann. July 14.

APPLICATIONS

Elkhart, Ind.—Clarence C. Moore, 104.7 mc, 8.17 kw, P.O. address Box 261, Elkhart, Ind. Estimated construction cost $4,100, first year operating cost $24,000, revenue $30,000. Applicant is owner of WCMR Elkhart. Applicant fm will duplicate some am programming. Ann. July 18.

Salina, Kans.—Salina FM Inc. 99.9 mc, 1 kw, P.O. address United Building, Suite 1012, Salina, Kans. Estimated construction cost $10,030, first year operating cost $32,295, revenue $45,427. Salina FM Inc. is group headed by **Max S. Lake,** president, none of whom hold broadcast interests. Ann. July 18.

Bangor, Me.—Community Bcstg. Service. 97.1 mc, 5 kw, P.O. address 57 State St., Bangor, Me. Estimated construction cost $13,592, first year operating cost $6,077, revenue $6,864. Applicant is licensee of WABI Bangor. Applicant fm will duplicate am programming. Ann. July 14.

St. Louis, Mo.—George Caleshu, 104.1 mc, 70 kw. P.O. address 3025 Watson Rd., St. Louis 36, Mo. Estimated construction cost $11,380, first year operating cost $18,500, revenue $25,000. Applicant is in dry cleaning business. Ann. July 18.

Ownership Changes

ACTIONS BY FCC

KGEE Bakersfield, Calif.—Granted transfer of control from **Marterto Productions Inc.,** and **Seer Inc.,** to **KMO Inc.** (KWG Stockton); consideration $110,000. Ann. July 20.

KPAS Banning, Calif.—Granted transfer of control to **Calvin R. Jasspon** (present 42.5% interest); consideration $15,234 for additional 45.8% interest. Ann. July 20.

KGIL San Fernando, Calif.—Granted (1) transfer of control and (2) assignment of license and cp to **Buckley-Jaeger Bcstg. Corp.** of Calif.; consideration $600,000. See application in next column. Ann. July 20.

KIUP Durango, Colo.—Granted transfer of control to **KIUP Inc. (Ralph L. Atlass,** president); consideration $330,000. Ann. July 20.

WTYS Marianna, Fla.—Granted assignment of license and cp to **James W. Tate** (interest in WEKR Fayetteville, Tenn.); consideration $37,750. Ann. July 20.

WCBC Anderson, Ind.—Granted assignment of licenses to **Radio WBOW Inc. (WBOW** Terre Haute; **J. W. O'Connor,** president, has interest in WPFA Pensacola, Fla., WCVS Springfield, Ill., and **KLEE** Ottumwa, Iowa); consideration $185,000. Ann. July 20.

WBRN Big Rapids, Mich.—Granted acquisition of positive control by **Dr. John A. White** through acquisition of additional stock from **Marjorie Denison.** Ann. July 20.

WPNF Brevard, N.C.—Granted transfer of control to **Stella W. Anderson** and daughter of same name to settle estate. Ann. July 20.

WIST Charlotte, N.C.—Granted assignment of license to **Carolina Bcstg. Co.**; consideration $507,500; conditioned that assignment not be consummated until assignee has disposed of interest in WSOC Charlotte. Comr. Bartley dissented. Assignee is also licensee of WSOC-FM-TV Charlotte, and is subsidiary of **Miami Valley Bcstg. Corp.** (WHIO-AM-FM-TV Dayton, Ohio). Ann. July 20.

WBBO-AM-FM Forest City, N.C.—Granted transfer of control as in case of WPNF previously noted. Ann. July 20.

WDAY-AM-TV Fargo, N.D. — Granted transfer of control to **Forum Pub. Co.**; consideration $900,000 for additional 55.56% interest. Comr. Bartley dissented and stated: "In light of local objection and concentration of media of communication in this area I would favor 309(b) letter to determine question whether public interest would be served through such concentration in single area." Ann. July 20.

WZIP Cincinnati, Ohio—Granted transfer of control to **Carl H., Robert D.** and **Richard E. Lindner**; consideration $183,000 plus $27,000 for agreement not to compete within 50 miles for 3 years. Ann. July 20.

KOME Tulsa, Okla.—Granted assignment of license to **KOME Inc.**; consideration $315,000 including $15,000 consultant fee for 3 years. Comr. Bartley dissented. Assignee president, **William F. Johns Jr.,** has interest in WMIN St. Paul, Minn.; WLOD Pompano, Fla.; KRIB Mason City, Iowa, and WWOM New Orleans, La. Ann. July 20.

WUSN-TV Charleston, S.C.—Granted (1) assignment of licenses to **Reeves Bcstg. & Development Corp.** and (2) relinquishment of positive control by **Hazard E. Reeves.** Comr. Bartley dissented. Involves merger and stock transaction which will give **Reeves** 43.4%; **Christiana Oil Corp.** 13.3%; **Hastie family** group (**Jay Drayton Hastie** and three relatives) 11.8%, and **Southern Bcstg. Co.** stockholders 7.4%. Mr. Reeves was advised that any change in his stock interest should be reported to commission. Ann. July 14.

KINT El Paso, Tex.—Transfer of control to **Odis L. Echols Sr. and Jr.** (KCLV Clovis, N.M.); consideration $71,700. Ann. July 20.

WILA Danville, Va.—Granted assignment of license and cp to **Baron Bcstg. Corp.** (**Ralph J. Baron,** president); consideration $85,000. Ann. July 20.

WKOW-AM-TV Madison, Wis.—Granted assignment of licenses to **Mid-Continent Bcstg. Co. of Wisconsin Inc.**; consideration $925,000. Comr. Bartley dissented. Assignee is 80% owned by **Mid-Continent Bcstg. Co. of S.D.** (KDLO-TV Florence; KELO-AM-TV Sioux Falls, and KPLO-TV Reliance, all South Dakota). Ann. July 20.

KLUK Evanston, Wyo.—Granted assignment of license to **Evanston-Kemmerer Bcstrs. Inc. (Warren D. Papke,** president); consideration $35,000. Ann. July 20.

APPLICATIONS

KLYD-AM-FM Bakersfield, Calif.—Seeks assignment of license from **Urner Bcstg. Co.** to **Kern County Bcstg. Co.** for $175,000. Purchasers are **Lincoln Dellar,** 35%, **Edward E. Urner,** 20%, and others. **Kern County Bcstg.** is licensee of KLYD-TV Bakersfield. Ann. July 18.

KGIL San Fernando, Calif.—Seeks transfer of control of **Pierce Brooks Bcstg. Corp.** from **Pierce P. Brooks,** 70%, **Lester F. Hall** and **Mildred E. Gregory,** 15% each, to **Buckley-Jaeger Bcstg. Corp.** for $600,000. Principals are **Richard D. Buckley,** 80%, and others. Buckley-Jaeger Bcstg. Corp. is licensee of WHIM Providence, R.I., WDRC Hartford, Conn., and is proposed assignee of WORL Boston. Ann. July 18.

KPEN (FM) San Francisco, Calif.—Seeks assignment of license from **Peninsula FM** to **Pacific FM Inc.,** change from partnership to corporation. **Kenneth F. Warren,** 15% stockholder, will be paid $12,000 for his shares by three remaining stockholders, **Gary M. Gielow, James J. Gibbert** and **John S. Wickett,** 33⅓% each. Ann. July 13.

WNTE Naugatuck, Conn.—Seeks transfer of control of **Naugatuck Valley Service Inc.** from **Norman Shapiro,** sole owner, to **John T. Parsons,** 75%, and **James W. Miller,** 25%, for $19,402. Mr. Miller is majority stockholder in WCAT Orange, Mass., and has 37% interest in WSBS Great Barrington, Mass. Mr. Parsons has 48% interest in WSBS Great Barrington. Ann. July 15.

1
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING July 20

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,445	49	90	842
FM	709	36	172	135
TV	473	61	76	110

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING July 20

	VHF	UHF	TV
Commercial	453	79	532
Non-commercial	35	12	47

COMMERCIAL STATION BOXSCORE

As reported by FCC through June 30, 1960

	AM	FM	TV
Licensed (all on air)	3,442	700	471[1]
CPs on air (new stations)	41	41	50[2]
CPs not on air (new stations)	98	171	74
Total authorized stations	3,581	912	653
Applications for new stations (not in hearing)	628	74	39
Applications for new stations (in hearing)	194	40	65
Total applications for new stations	822	114	104
Applications for major changes (not in hearing)	656	35	39
Applications for major changes (in hearing)	29	11	17
Total applications for major changes	685	46	56
Licenses deleted	0	0	1
CPs deleted	1	4	0

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[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

WTTT Arlington, Fla.—Seeks assignment of license from **Lawrence E. Bodkin,** court-appointed receiver, to **Rahall Bcstg. Inc.** for $60,100. Purchasers are **Sam G. Farris, E.** and **N. Joe Rahall,** 33⅓% each. Rahall brothers are licensees of WLCY St. Petersburg, Fla., and are trustees of their father's estate, WNAR Norristown, WKAP, WQCY (TV) Allentown both Pennsylvania, and WWNR Beckley, W.Va. Ann. July 18.

WWIL-AM-FM Ft. Lauderdale, Fla.—Seeks transfer of control of **Florida Air Power Inc.** from **L.M. Browning Jr., 80%,** and **Carey H. Blackwell, 20%,** to **William A. Roberts** for $99,016. Mr. Roberts owns KAUS, KMMT (TV) Austin, Minn., and has interest in KWWL-AM-TV Waterloo, Iowa. Ann. July 18.

WTWA Thompson, Ga.—Seeks transfer of control of **Hickory Hill Bcstg. Co.** from **Frank F. Hash,** 55.2%, to **Gene D. Harden** for $46,000 to increase his ownership to 95%. Ann. July 18.

WIRE Indianapolis, Ind.—Seeks assignment of license from **Indianapolis Bcstg. Inc.** to **WIRE Bcstg. Co.** by company merger. No financial consideration or ownership changes involved. Ann. July 18.

KWHK Hutchinson, Kans.—Seeks assignment of license from **KWHK Inc.** to **KWHK Bcstg. Co.** for $160,000. Principals are **Lyle R. Foy, William L. Mitchell, George F. Stuckey** and **James A. Hall,** 25% each. Applicants are Hutchinson businessmen. Ann. July 14.

KLOU Lake Charles, La.—Seeks assignment of license from **Albert D. Johnson** to **Dixie Bcstrs. Inc.,** a corporation. No change in ownership. Ann. July 15.

WPTT (TV) Augusta, Me.—Seeks transfer of control of **Pine Tree Telecasting Corp.** from **Richard S. Robie,** sole owner, to **President and Trustees of Bates College.** Transfer is gift but requires assumption of $6,000 obligations. Bates College, licensee of WRJR (FM) Lewiston, Me. will use ch. 10 facility as non-commercial, educational tv. Ann. July 8.

KRSN-AM-FM Los Alamos, N.M.—Seeks assignment of license from **Parker & Burns** to **Community Bcstg. Co.** for $35,000 for 50% interest. **Darrel K. Burns,** former partner, now becomes sole owner. Ann. July 8.

WSSB Durham, N.C.—Seeks transfer of control of **Public Information Corp.** from **Edgar L. Clinton,** 50%, **Benjamin, Adele** and **Martin Shedleski,** 16⅔% each, to **James S. Beattie** for $250,000. Mr. Beattie has interest in WPET Greensboro, N.C., and in WBUT-AM-FM Butler, Pa. Ann. July 6.

KAST Astoria, Ore.—Seeks involuntary transfer of control of **Astoria Bcstg. Co.** from **Ted R. Gamble** and **C. Howard Lane,** 31.7% each, and **George E. Celci,** 36.6% to **C. Howard Lane,** 31.7%, **George E. Celci,** 36.6%, and **First National Bank of Ore.** as executor of Ted R. Gamble (deceased) estate. No financial consideration involved. Ann. July 18.

WITT Lewisburg, Pa.—Seeks assignment of license from **Wireline Radio Inc.** to **Susquehanna Radio Inc.** for $20,000. Purchaser is **Peter B. James** who was sales manager of WRC-TV Washington, D.C. until May 1960. Ann. July 18.

Hearing Cases

FINAL DECISIONS

■ By order, commission, on petition, made effective immediately initial decision of June 13 and granted application, as amended, of Modern Bcstg Co. of Baton Rouge Inc., for new tv station to operate on ch. 9 in Baton Rouge, La. and dismissed without prejudice a competing application by Community Bcstg Co. Comr. Bartley not participating. Ann. July 20.

■ By order, commission, on petition, made effective immediately initial decision of April 19, as modified, and granted application of Tri-State Bcstg. Co. to increase daytime power of WONW Defiance, Ohio, from 500 w to 1 kw, containing 500 w nighttime operation on 1280 kc. Ann. July 20.

■ By order, commission made effective immediately Jan. 22 initial decision, as modified, and granted application of Bloom Radio for increase of power of WHLM Bloomsburg, Pa., from 500 w to 1 kw, continuing unlimited time operation on 550 kc, DA-2, without prejudice to whatever action commission may deem appropriate in light of information developed in pending inquiry concerning compliance with sec. 317 of Communications Act. Comr. Cross dissented. Ann. July 20.

■ Commission on July 20 directed preparation of document looking toward denying application of Dodge City Bcstg. Co. for unlimited time am station in Liberal, Kans., to operate on 600 kc with power of 500 w, using different DA—day and night. Initial decision of Dec. 16, 1959 looked toward grant. Ann. July 20.

OTHER ACTIONS

■ Commission issued decision in Boston ch. 5 proceeding which (1) vacates April 24, 1957 grant to WHDH Inc., to operate on that channel; (2) orders further comparative evaluation of all applicants involved, none of whom is disqualified, with filing of briefs and subsequent oral argument before commission en banc, and (3) meanwhile, allows WHDH (TV) to continue its present ch. 5 operation under STA.

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This action taken by Comrs. Ford (chairman), Hyde, Bartley, Lee and Cross.

In addition to WHDH, Boston ch. 5 proceeding involves competing applications by Greater Boston Tv Corp., Massachusetts Bay Telecasters Inc., and Allen B. DuMont Labs., Inc. It was remanded to commission on July 31, 1958 by U.S. Court of Appeals and initial decision was issued by special hearing examiner on Sept. 23, 1959. Ann. July 14.

■ Commission also issued decision in Miami ch. 10 proceeding which (1) disqualifies all applicants except L. B. Wilson Inc.; (2) sets aside Feb. 7, 1957 grant to Public Service Tv Inc., and (3) grants Wilson application to construct and operate on that channel for period of four months after construction.

This action taken by Comrs. Ford (chairman), Hyde, and Cross with Comr. Lee issuing dissenting statement.

In addition to Wilson and Public Service, Miami ch. 10 proceeding involves competing applications by WKAT Inc., and North Dade Video Inc. It was remanded to commission on April 17, 1958 by U.S. Court of Appeals and initial decision was issued by special hearing examiner on Dec. 1, 1958. Ann. July 14.

■ Commission denied two requests for waiver of its policy of not assigning common call letters to stations of same licensee in different service areas: Sarkes Tarzian Inc., to change call letters of fm station WPTH in Fort Wayne, Ind., to WPTA, which are those of its tv station in Roanoke, Va. Comr. Lee dissented; Comr. Craven absent; and by University Advertising Co. to use call letters KVIL of its am station in Highland Park, Tex., for its new fm station in Dallas. Comrs. Lee and Cross dissented; Comr. Craven absent. Ann. July 14.

■ By memorandum opinion and order, commission dismissed petition by RCA Communications Inc., for reconsideration, etc., of July 15, 1959 grant of cp to Patchogue Bcstg. Co. for new daytime am station (WAPC) to operate on 1570 kc, 1 DA in Riverhead, N.Y. but, on its own motion, directed Patchogue to show cause why its permit should not be modified to include condition that, before program tests are authorized, permittee submit sufficient data made with appropriate equipment and in cooperation with RCA Communications to establish that harmful cross-modulation interference will not occur to latters international common carrier operations in Riverhead; gave Patchogue 30 days to request hearing. Ann. July 14.

■ By order, dismissed for failure to submit engineering showing applications of Riverside Bcstg. Co., Blythe, Calif. for new am station to operate on 1380 kc, 500 w, D; Karl Kegley (WKKS) Vanceburg, Ky. (1570 kc); Radio Valley Inc. (WBMK) West Point, Ga. (1310 kc), and Blount County Bcstg. Service Inc. (WCRL) Oneonta, Ala. (1570 kc), to increase power from 250 w to 1 kw Comr. Cross dissented. Ann. July 14.

■ Commission on July 12 extended from July 27 to August 8 time to file response to show cause order in proceeding on application of Marietta Bcstg. Inc., for mod. of license of station KERO-TV (ch. 10) Bakersfield, Calif. Ann. July 14.

■ By memorandum opinion and order, commission dismissed protest by Florida Cablevision Corp., operator of four catv systems in Florida, directed against May 18 grants to Gene T. Dyer, permittee of WTVI (TV) (ch. 17) Fort Pierce, for extension of time to construct and mod. of cp to change trans. and studio location, increase ERP and ant. height, etc. Ann. July 14.

■ Commission on July 15 granted request by Electronics Industries Assoc. and extended dates for filing comments and replies to Oct. 28 and Nov. 8, respectively, in proceeding in proposed amendment of part 3 to permit fm broadcast stations to transmit stereophonic programs on multiplex basis. Ann. July 15.

■ Commission on July 15 granted request by Federal Communications Bar Assoc., and extended to Sept. 19 time for reply comments in rulemaking proposal to amend part 17. Ann. July 19.

■ By order, Chief Hearing Examiner James D. Cunningham scheduled taking of further testimony in commission's inquiry into tv network program selection practices to start at Los Angeles, Calif., on Oct. 5.

List of witnesses will be announced in subsequent order. Session will be held in U.S. Post Office and Court House, 312 North Spring Street.

This phase of proceeding will deal with film tie-ins. It is part of commission's study of network broadcasting. Programming consideration of this inquiry was initiated by commission on Feb. 26, 1959. It concerns policies and practices of networks and others in ownership, acquisition, production, distribution, selection, sale and trade licensing of tv programs.

Chief Hearing Examiner, as commission's designated presiding officer to take such testimony, held previous sessions in Washington and New York to hear largely from tv networks, advertisers and advertising agencies. Ann. July 19.

■ By memorandum opinion and order, commission denied request by Autocasting of Texas Inc., for immediate consideration of initial decision of April 7 which looked toward granting it new station in Waco to operate on 1580 kc, 1 kw-D, 500 w-N, DA and dismissal of competing application by Horace K. Jackson Sr., at Gatesville. Comr. Bartley not participating. Ann. July 20.

■ By memorandum opinion and order, commission, on its own motion, reopened proceeding involving application by Northside Bcstg. Co. for new station to operate on 1450 kc, 250 w, in Jeffersonville, Ind. and remanded it to originally presiding examiner for further determination of interference to WTCO Campbellsville, Ky., for supplemental initial decision; denied joint petition by WTCO and WMOH Hamilton, Ohio, in this connection. Comr. Cross dissented. Ann. July 20.

■ By memorandum opinion and order, commission granted in substance petition by Medford Telecasting Corp. to enlarge issues in proceeding involving its application and those of TOT Industries Inc., and Radio Medford Inc., for new tv station on ch. 10 in Medford, Ore. Amended issues relate to service comparisons. Comrs. Bartley and Cross dissented. Ann. July 20.

■ By memorandum opinion and order, commission granted joint petition by Dixieland Bcstrs. and Sioux Bcstg. Corp., removed their applications from hearing and granted same, with engineering condition to Dixieland—both for new daytime stations to operate on 1550 kc with 10 kw in Tampa and Coral Gables, Fla., respectively. Ann. July 20.

■ By decision, commission granted application of Riverside Church in City of New York for new class B fm station to operate on 106.7 mc in New York, N.Y. and denied application by Huntington-Montauk Bcstg. Co. for like facility in Huntington, Long Island, N.Y. Comr. Hyde not participating; Comr. Bartley dissented. Initial decision of July 2, 1959 looked toward this action. Ann. July 20.

■ Is advising King Bcstg. Co. and Queen City Bcstg. Co. that their applications for renewal of licenses of KING-AM-FM TV and KIRO-AM-FM-TV all Seattle, Wash., indicate necessity of hearing because of dual stock interests. Ann. July 20.

■ Is advising Great Empire Bcstg. Corp. that its application for renewal of license of station KBYE Oklahoma City, Okla. indicates necessity of hearing because of failure to respond to commission letters of inquiry. Ann. July 20.

■ By memorandum opinion and order, commission dismissed protest and request for reconsideration by Federal Bcstg. System Inc. (WSAY) Rochester, N.Y., directed against May 25 and June 15 grants to Veterans Bcstg Co. and WHEC Inc., for renewal of licenses of stations WVET-TV and WHEC-TV, which share time on ch. 10 in Rochester, N.Y. Ann. July 20.

■ Commission scheduled following proceedings for oral argument on Sept. 12: Suburbanaire Inc., West Allis, Wis., and Watertown Radio Inc. (WTTN) Watertown, Wis.; Wabash Valley Bcstg. Corp. (WTHI-TV) and Illiana Telecasting Corp., seeking tv ch. 2 in Terre Haute, Ind.; Island Teleradio Service, Inc., Charlotte Amalie, St. Thomas, Virgin Islands, and WPRA Inc. (WPRA) Mayaguez, P.R. Ann. July 20.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner T.A.M. Craven

■ Granted petition by Telemusic Inc., and extended to July 21 time to file reply brief to exceptions in proceeding on Telemusic's application for new fm station in San Bernardino, Calif. Action July 12.

■ Granted petition by Broadcast Bureau and extended to July 19 time to reply to petition for reconsideration and rehearing by Brennan Bcstg. Co., Jacksonville, Fla., in proceeding on Brennan's am application. Action July 12.

■ Granted joint petition by Catskills Bcstg. Co. and Ulster County Bcstg. Co., both Ellenville, N.Y., and extended to Aug. 2 time to reply to petition and errata by Broadcast Bureau to set aside initial decision and to consolidate applications in hearing in proceeding on their am applications. et al. Action July 15.

**By Chief Hearing Examiner
James D. Cunningham**

■ Ordered resumption of hearing for July 25 in proceeding on application of

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Spartan Bcstg. Co., Spartanburg, S.C. for mod. of cp of station WSPA-TV; protestant to be prepared to make his rebuttal presentation. Action July 11.

■ Since presiding officer originally appointed in proceeding of am application of Cookeville Bcstg. Co., Cookeville, Tenn., et al., became unavailable to commission after commencement of taking of testimony and participating parties consent to appointment of another presiding officer designated Examiner Herbert Sharfman as presiding officer and hearing to commence July 27. Action July 12.

■ Due to illness of presiding hearing examiner, continued without date hearing scheduled for July 14 in proceeding on am application of Tri-State Bcstg. Co. (WGTA) Summerville, Ga. Action July 12.

■ Due to illness of presiding hearing examiner, continued without date hearing scheduled for July 18 in proceeding on am application of Canandaigua Bcstg. Co., Canandaigua, N.Y. Action July 12.

■ Continued without date following hearings: July 21—fm application of Storer Bcstg. Co. (WWVA-FM) Wheeling, W.Va.; July 22—am applications Babylon-Bay Shore Bcstg. Corp. (WBAB) Babylon, N.Y.; Macon Bcstg. Co. (WNEX) Macon, Ga., et al.; July 25—tv applications of United Electronics Laboratories Inc., Louisville, Kentuckiana Tv Inc., both Louisville, Ky. to operate on ch. 51. Action July 12.

■ Scheduled following hearings on dates shown: Sept. 30—am applications of William R. Packam, Hendersonville, N.C. and Radio Station WPCC Inc. (WPCC) Clinton, S.C.; Sept. 29—Southeastern Bcstg. System Inc. (WMJM) Cordele, and Washington Bcstg. Co., (WSNT) Sandersville, both Georgia. Sept. 28—Radio Carmichael Sacramento, Calif., et al. Action July 13.

■ Granted petition by Service Bcstg. Co., Concord, Calif., and extended from July 15 to July 22 time for filing engineering exhibits in proceeding on its am application. Action July 14.

■ Upon motion of applicant and with consent of all parties, record closed in proceeding on am application of Tri-State Bcstg.. Co. (WGTA) Summerville, Ga.; parties allowed until Aug. 5 to file proposed findings of fact and conclusions of law and to Sept. 2 for reply findings. Action July 14.

■ Granted petition by T.I. Moseley, Denver, Colo., for dismissal without prejudice its am application; retained in hearing status remaining applications in consolidation. Action July 18.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at July 8 prehearing conference, continued evidentiary hearing from Sept. 1 to Oct. 10 in proceeding on am application of Rex O. Stevenson, Ojai, Calif. Action July 18.

■ Scheduled prehearing conference for July 26 in proceeding on am application of A.S. Riviere, Barnesville and Radio Georgia, Thomaston, both Georgia. Action July 12.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached at July 18 prehearing conference, scheduled certain procedural dates in proceeding on am applications of Washington Bcstg. Co. (WOL) Washington, D.C., et al; hearing continued from Sept. 6 to Oct. 18. Action July 18.

■ Granted petition by Robert Burdette & Assoc. Inc., West Covina, Calif., reopened record and scheduled further hearing for July 25 in proceeding on its am application, et al. Action July 18.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau and extended from July 11 to July 12 time to complete preparation of findings and conclusions on proceeding on applications of Alvarado Tv Co., (KVOA-TV) and Old Pueblo Bcstg. Co. (KOLD-TV) Tucson, Ariz. Action July 12.

■ Granted petition by Broadcast Bureau and extended to July 28 time to reply to petition by WGBB Freeport, N.Y., for reconsideration of May 20 action removing from consolidated proceeding and granting application to increase daytime power of station WSSV Petersburg, Va. Action July 14.

■ Granted petition by Broadcast Bureau and extended to July 28 time to reply to petition by Norfolk Bcstg. Corp. (WNOR) Norfolk, Va., for severance and grant of its am application which is consolidated for hearing Action July 14.

■ Closed record in proceeding on am applications of Voice of Dowagiac, Dowagiac, Mich.; proposed findings and conclusions due Sept. 19 and replies thereto twenty (20) days thereafter. Action July 14.

■ Scheduled prehearing conference for 9 a.m., Sept. 7, in proceeding on am applications of William R. Packham, Hendersonville, N.C., and Radio Station WPCC Inc., (WPCC) Clinton, S.C. Action July 18.

■ Scheduled prehearing conference for 9 a.m., July 28 in proceeding on fm applications of M. Earlene Stebbins, Skokie, Ill., et al. Action July 18.

By Hearing Examiner Millard F. French

■ Upon oral request of Camden Bcstg. Co., and with consent of all parties, continued from July 11 to July 18 date for exchange of exhibits in proceeding on its application for new fm station in Newark, N.J., et al. Action July 12.

■ Granted motion by Northeast Radio Inc. (WCAP) Lowell, Mass., for new hearing date in proceeding on its am application; cancelled dates for hearing and exhibits; hearing scheduled for Sept. 20. Action July 13.

■ Upon request by Broadcast Bureau and with consent of other parties, continued July 18 hearing to 9:30 a.m., same date, in proceeding on fm application of Brandywine Bcstg. Corp., Media, Pa. Action July 14.

By Hearing Examiner Walther W. Guenther

■ Received in evidence applicant's exhibits 3-A and 4 in proceeding on am application of High Fidelity Stations Inc. (KPAP) Redding, Calif., and closed record; parties to submit proposed findings of fact and conclusions of law not later than Aug. 12 and reply pleadings not later than Aug. 22. Action July 12.

■ On own motion corrected in various respects transcript of record in proceeding on am applications of Hartsville Bcstg. Co. (WHSC) Hartsville, S.C. Action July 15.

By Hearing Examiner H. Gifford Irion

■ Scheduled hearing conference for July 22 in proceeding on applications of Radio Assoc. Inc., and WLOX Bcstg. Co., for new tv stations to operate on ch. 13 in Biloxi, Miss. (remand proceeding). Action July 11.

■ Granted request by Clearwater Radio Inc. (WTAN) Clearwater, Fla. for extension of certain scheduled procedural dates for applicants in Group A in consolidated proceeding on am applications; hearing continued from July 28 to Sept. 19. Action July 11.

■ Advanced hearing conference from July 22 to 3 p.m., July 21, in proceeding on applications of Radio Assoc. Inc., and WLOX Bcstg. Co., for new tv stations to operate on ch. 13 in Biloxi, Miss. (remand proceeding). Action July 14.

■ Granted petition by Air Capitol Inc., Madison, Wis., for leave to amend its am application to reflect consolidation of interests by stockholders in Air Capitol Inc. and North Shore Bcstg. Co., applications in consolidated hearing. Action July 14.

By Hearing Examiner David I. Kraushaar

■ On own motion, scheduled prehearing conference for 2 p.m., July 29, in proceeding on am applications of Frederick County Bcstrs., Winchester, Va., et al. Action July 14.

■ Denied joint petition by Tinker Area Bcstg. Co. and M.W. Cooper, both Midwest City, Okla., for leave to amend their am applications in technical respects. Action July 18.

By Hearing Examiner Herbert Sharfman

■ On oral request of Hirsch Bcstg Co. (KFVS) Cape Girardeau, Mo., and without objection by other parties, allowed additional time to July 12 for exchange of supplemental engineering testimony and exhibits in addition to written material exchanged on July 8 in proceeding on am applications, et al. Action July 8.

■ On request of Broadcast Bureau and without objection by other parties, continued July 26 hearing to 9 a.m., July 29, in proceeding on am applications of Hirsch Bcstg. Co. (KFVS) Cape Girardeau, Mo., et al. Action July 12.

■ Scheduled prehearing conference for July 25 in proceeding on am applications of Mid-America Bcstg System Inc., Highland Park, Ill., et al. Action July 14.

■ Scheduled further hearing for July 27 in proceeding on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. (Group 1) Action July 13.

■ Pursuant to discussion at July 14 hearing, scheduled further hearing for July 28 in New Bedford, Mass., tv ch. 6 proceeding. Action July 14.

■ Granted petition by Birmingham Bcstg. Co., Birmingham, Ala. for leave to amend its am application to reflect proposed merger arrangement with applicant Connolly Bcstg. Co., Bessemer, Ala.; applications in consolidated proceeding. Action July 18.

■ Scheduled further hearing for Sept. 6 in proceeding on am applications of Clarence E. Wilson, Hobbs, N.M., and Morton Bcstg. Co., Morton, Tex. Action July 18.

■ Upon agreement of all parties and pursuant to discussion at hearing, initial proposed findings of fact and conclusions to be filed by Sept. 12 and optional replies by Sept. 26; counsel for protestant and applicants are directed to file initial proposed findings of fact and conclusions in proceeding on relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV (ch. 5) Weston, W.Va. by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby. Action July 19.

By Hearing Examiner Elizabeth C. Smith

■ Scheduled prehearing conference for 1 p.m., July 18, in proceeding on am application of Ralph J. Silkwood, Klamath Falls, Ore. Action July 12.

■ Scheduled prehearing conference for 9 a.m., July 27, in proceeding on tv application of Pacific Bcstrs. Corp. for extension of time to complete construction of station KBFL Bakersfield, Calif. Action July 12.

■ Granted joint petition by Jefferson Standard Bcstg. Co., Tri-Cities Bcstg. Co., both Greensboro, and Southern Bcstrs. Inc., High Point, all North Carolina, and extended from July 25 to Aug. 8 time to file proposed findings of fact and conclusions and from Aug. 29 to Sept. 12 for filing reply findings in Greensboro-High Point, N.C., ch. 8 proceeding. Action July 13.

By Hearing Examiner Horace Stern

■ With consent of all parties, extended from July 18 to July 25 time for filing proposed findings and briefs in Miami, Fla., tv ch. 7 proceeding. Action July 18.

BROADCAST ACTIONS

Broadcast Bureau

Actions of July 15

WAYR Orange Park, Fla.—Granted license for am station.

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KNOG Nogales, Ariz.—Granted license covering change of tran. location, studio location and changes in ground system.

WPKY Princeton, Ky.—Granted license covering installation of new ant. and ground system.

WCME Brunswick, Me.—Granted license covering increase in power and installation of a new trans.

WTVI (TV) Fort Pierce, Fla.—Granted mod of cp to make change in ant. system; ERP vis. 237 DA. aur. 129 DA.

■ Granted following stations authority to operate by remote control: WPL-FM Atlanta, Ga.; WMTL Leitchfield, Ky.; WTTC Towanda, Pa.

WIVI Christiansted, V.I.—Granted extension of completion date to July 30.

Actions of July 14

WESN North Augusta, S.C.—Granted license for am station; condition.

WABQ-FM Cleveland, Ohio—Granted license for fm station; ERP 16kw, ant. 42 ft.

■ Granted licenses for following tv translator stations: W80AB Frostburg, LaVale and Cresaptown, all Maryland; K70BV, K75AQ, K79AL, K82AI Kabetogama and Orr, both Minnesota.

WDNE Elkins, W. Va.—Granted license covering increase in daytime power from 250 w to 1 kw and installation of new trans.

KGBC Galveston, Tex.—Granted license covering change of ant.-trans. and studio location and installation of new trans.

KSTV Stephenville, Tex.—Granted license covering installation of new trans. and changes in trans. equipment.

WHP-FM Harrisburg, Pa.—Granted license covering change in ERP, ant. height, installation of new ant. and changes in ant. system.

W78AA Frostburg, LaVale and Cresaptown, all Maryland—Granted license covering changes in tv translator station.

WBIE-FM Marietta, Ga.—Granted cp to increase ERP to 3.5 kw; decrease ant. height to 200 ft., and install new ant.

WJW-FM Cleveland, Ohio—Granted cp to install new ant.; conditions.

WEAM Arlington, Va.—Granted cp to replace expired permit which authorized installation of new trans. (at main trans. location) as auxiliary trans, employing DA-2.

WFBC-TV Greenville, S.C.—Granted cp to install auxiliary ant system at present main trans. and ant. location.

KEYC-TV Mankato, Minn.—Waived sec. 3.613 of rules and granted mod. of cp to change type trans., type ant., studio location.

WPLO Atlanta, Ga.—Remote control permitted (aux. trans.) while using non-DA.

Actions of July 13

WJIM-FM Lansing, Mich.—Granted license for fm station.

KVFM(FM) San Fernando, Calif.—Granted license covering changes in ant. system.

WBIC Islip, N.Y.—Granted mod. of license to change studio location and operate trans. by remote control; waived sec. 3:30(a) to permit establishment of main studio in Bay Shore, Islip, N.Y.

WEBO Owego N.Y.—Granted mod. of license to change name to Tioga-Broome County Bcstg. Corp.

WHHT Lucedale, Miss.—Granted mod. of cp to change ant. trans. and main studio location (same site), make changes in ant. (increase height), ground system and change type trans.

WSID-FM Baltimore, Md.—Granted mod. of cp to decrease ERP to 5.1 kw, increase ant. height to 300 ft. change trans. location, main studio and remote control point, type trans., type ant. and make changes in ant. system.

■ Following stations were granted extensions of completion dates as shown: WINQ Tampa, Fla. to Sept. 1; KBLA Burbank, Calif. to Dec. 21; WITY Danville, Ill. to Oct. 1; WCSQ(FM) Central Square, N.C. to Sept.

General Bcstg. Co., Brownsville, Tex.—Granted extension to Aug. 11, 1961 to transmit programs to XEO Matamoros, Mex.

KSAL Salina, Kans.—Remote control permitted while using non-DA.

Actions of July 12

WTAR-AM-TV Norfolk, Va.—Granted transfer of control from **P.S. Huber Jr., Charles L. Kaufman** and **Frank Batten**, voting trustees to **Frank Batten**, et al.

K70BM, K79AI Hood River, Ore.—Granted license for tv translator stations.

KPHO-AM-TV, KCMO-AM-FM-TV, Phoenix, Ariz., and Kansas City, Mo.—Granted mod. of licenses and cp to change name to **Meredith Bcstg. Co.**

K79AI, K70BM Hood River, Ore.—Granted mod. of cp to change remote control point.

KUTA Blanding, Utah—Granted mod. of cp to change ant.-trans. and main studio locations, type trans. and make changes in trans. equipment.

WFUR-FM Grand Rapids, Mich.—Granted mod. of cp to change type trans.; condition.

WMTW-FM Mt. Washington, N.H.—Rescinded June 29 action by commission granting application for mod. of SCA to change frequency from 67 kc to 41 kc.

■ Following stations were granted extensions of completion dates as shown: WEEX-FM Easton, Pa. to Dec. 15; KGGK (FM) Garden Grove, Calif. to Sept. 1; WBRB Mt. Clemens, Mich. to Sept. 1; WICA-FM Ashtabula, Ohio to Oct. 1; KGUD Santa Barbara, Calif. to Nov. 25; WJZZ (FM) Bridgeport, Conn. to Oct. 1; KLFM (FM) Long Beach, Calif. to Sept. 30; KNIA Knoxville, Iowa to Sept. 1; KMET Paradise, Calif. to Oct. 1; WOW-FM Omaha, Neb. to Dec. 21; WNOX Meridian, Miss. to Nov. 30; WTYS Marianna, Fla. to Aug. 1; WETZ New Martinsville, W. Va. to Sept. 15; WRIT-FM Milwaukee, Wis. to Dec. 21.

KNOC Natchitoches, La.—Granted change of remote control authority.

Actions of July 11

WSLA Selma, Ala.—Granted assignment of cp to Selma Tv Inc.; subject to condition that such authorization shall be without prejudice to any action commission may take as result of pending rule-making proposals looking towards reassignment of ch. 8 to either Birmingham or Montgomery, Ala.

KARO (FM), KQRO (FM) Houston and Dallas, Tex.—Granted assignment of cps to Multi-Casting, Inc.

WONA Winona, Miss.—Granted acquisition of positive control by **Robert E. Evans** through purchase of stock from **Robert L. McRaney.**

WAMY Amory, Miss.—Granted assignment of license to **Bob McRaney Enterprises Inc.**

KARO (FM) Houston, Tex.—Granted mod. of cp to change type trans.; condition.

KALV Alva. Okla.—Granted extension of authority to Oct. 6 to sign off at 7 p.m.

KFHA Lakewood, Wash.—Granted authority to Oct. 31 to remain silent.

WSPD-FM Miami Beach, Fla.—Granted extension of authority to Aug. 22 to remain silent.

KPAT Idaho Falls, Idaho—Granted change of remote control authority.

■ Following stations were granted extensions of completion dates as shown: WGBS-FM Miani, Fla. to Dec. 30; KQRO (FM) Dallas, Tex. to Oct. 1; KCAL-FM Redlands, Calif. to Dec. 8; WSID-FM Baltimore, Md. to Sept. 15; KMUZ(FM) Santa Barbara, Calif. to Oct. 1.

Actions of July 8

WIOS Tawas City, Mich.—Granted authority to July 31 to sign-off at 7:00 p.m.

KANS Kansas City, Mo.—Granted authority to Aug. 31 to sign-off at 7:30 p.m.

Actions of July 6

KMIL Cameron, Tex.—Granted extension of authority through Sept. 30 to sign-off at 6 p.m., CST, except for special events when station may operate to licensed sign-off time.

KANI Kailau, Oahu, Hawaii—Granted authority to remain silent for a period of 30 days.

License Renewals

■ Following stations were granted renewal of license:

KENY Bellingham-Ferndale, Wash.; WDOE Dunkirk, N.Y.; WARA Attleboro, Mass.; WWHG-FM Hornell, N.Y.; KPQ Wenatchee, Wash.; WYSL-FM Amherst, N.Y.; WARD-AM-FM Johnstown, Pa.; WBVP Beaver Falls, Pa.; WCNR Bloomsburg, Pa.; WEEZ Chester, Pa.; WGPA Bethlehem, Pa.; WHUM Reading, Pa.; WHUN Huntingdon, Pa.; WHYL Carlisle, Pa.; WISR Butler, Pa.; WMLP Milton, Pa.; WNAR Norristown, Pa.; WPAZ Pottstown, Pa.; WPIC Sharon, Pa.; WSHH Latrobe, Pa.; WRAK-FM Williamsport, Pa.; WYZZ(FM) Wilkes-Barre, Pa.; WJAC-TV Johnstown, Pa.; WNEP-TV Scranton, Pa.; WDEL-AM-FM Wilmington, Del.; WKOK-FM Sunbury, Pa.; *WBGO-(FM) Newark, N.J.; WQXR-AM-FM New York, N.Y.; WDEW Westfield, Mass.; WJTN-AM-FM Jamestown, N.Y.; TV translator stations K70AA, K73AA Bishop, Calif.; TV translator stations K80AD Lone Pine, Calif.

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Our men are earning $150-$250 weekly and campaign managers $12,000-$15,000 annually. Conducting community promotions-cash award contests now in New York, Penna., and New England. Write Box 138B, BROADCASTING.

Salesman—Mid-Atlantic top rated fulltimer (not a juke box operation) desires salesman who can sell at rate card. Mail resume and financial requirements to Box 163B, BROADCASTING.

Are you ready to step up in sales work? Here is an opportunity. Texas. Box 253B, BROADCASTING.

Salesman—young, agressive. Good closer. Excellent opportunity. Single station market. Indiana. Box 267B, BROADCASTING.

Salesman. Unusual opportunity in Florida with number one rated regional fulltimer. Excellent opportunity to move up. Guaranteed salary, fringe benefits. Give references; tell all in first letter. Box 298B, BROADCASTING.

Growing am-tv group interested in people interested in broadcast sales. We'll help you if you help us. Box 316B, BROADCASTING.

Salesman who sells hard in a soft manner needed by southern New England am "Good Music" station that is building prestige plus a future. Sizeable competitive market. Box 335B, BROADCASTING.

Self-starting salesman with good experience references to sell captive foreign language audience, entire San Francisco Bay area. Starting salary open, plus incentive bonus. Furnish detailed information as to experience, age and other personal data to KLOK, 10 kw, Route 3, Box 327B, San Jose, California in the heart of the nation's fastest growing county.

Sales representative, young, energetic, with proven record. Advancement assured based on accomplishment with leading area station just granted power increase. Ideal working, living conditions. All company benefits. Give full resume, references. General Manager, WENY, Elmira, N.Y.

W-RIP . . . Chattanooga needs 2 experienced salesmen . . . Terrific opportunity.

Job hunting? Write Walker Broadcast Division, 83 So. 7th St., Mpls. 2, Minn. for application. Eight midwest states.

Announcers

Tremendous opportunity for bright, versatile, experienced staff man at 50 kw station in southwest. Send tape, resume and recent picture to Box 237B, BROADCASTING.

Opportunity for married staff announcer. Send resume. Texas. Network station. Box 254B, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Maryland independent wants announcer with some experience for am-fm operation. Evening shift. Forward resume, tape. Box 262B, BROADCASTING.

Northern Illinois 1000 watt full time. Heavy on local news. Presently carrying major league baseball, next year's plans not certain on this. Music pattern calls for use of about half of the average Top 40 or Top 50 list . . . no rockers. Every 4th number from albums by top pop artists. Tempo is up-beat, fast, production must be tight. We move, we're alive, we're also adult. We want top man to pick up over 17,000 workers leaving plants beginning at 3:30 PM, ride home with them, then keep us on top through the early evening. 3 station market. Salary open, but average start would be $125 for man who can do the job. 40 hour week, six days. Best employee benefit plan in the industry. Run your own board music and program content material, engineers must spin commercial ET's. Box 272B, BROADCASTING.

Progressive, production-minded station, central Ohio, desires announcer with first phone. Salary commensurate with ability; fringe benefits. State qualifications, salary requirements. Box 351B, BROADCASTING.

Experienced announcer—with first phone. Little engineering. Long on announcing. By northwest's most highly rated "young" radio organization. All staff under 35, programming mature radio for entire family. Live in beautiful mountain city, 40,000. University and other advantages. Want man with sincere interest in radio. Sports knowledge a help. Rush complete first resume and picture: Box 359B, BROADCASTING.

Have immediate opening for experienced all-around man. Strict music policy. Located in mid-west. Salary open. Please send tape, picture and resume first letter. Write Box 375B, BROADCASTING.

Teen-age idol. Deejay must be thoroughly experienced in organizing sock hops and teen-age events. Attractive midwest market. Tremendous opportunity. Send full details including past earnings. No tapes. Box 389B, BROADCASTING.

Boston calling swinging deejay for modern radio format with personality. Versatile—some news. Tape, resume, Box 404B, BROADCASTING.

Opportunity for mature radio announcer seeking permanent position. Exceptional benefits in return for reasonant voice and highly professional style. Midwestern CBS basic radio-tv, outstanding community. Send tape and photograph immediately, all inquiries answered. Box 417B, BROADCASTING.

WATS Radio, Sayre, Penna., has an opening for a swinging dj. If you're experienced and like fast paced modern radio, run, don't walk, and call Manager, Bob Michael, Turner 2-2401.

Announcer with first phone, emphasis on announcing. High starting pay, immediate opening. Send tape, resume and picture to Joe Turbyfill, KBAN, Box 324, Bowie, Texas.

Announcer-salesman. $75 for 37 hours board time. Will turn over established accounts. Car necessary. If you're short on experience but willing to work, send resume, tape and photo to Station Manager, KIML, Gillette, Wyoming.

Bright sounding fast paced deejay. Versatile voice, first class phone. Call or wire Bob Pearson, KLOU, Lake Charles, Louisiana.

Minnesota regional station wants news director. Announcing experience necessary. Good salary. KTOE, Mankato, Minn.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced announcer strong on gathering and writing local news. To do staff work and assist news editor. 1000 watt NBC affiliate. Send tape and resume to WBCK, Battle Creek, Michigan.

Announcers, here is the opportunity you have been waiting for! If you have been announcing at least 2 years or more, take pride in your work, love announcing, production and everything that comes with a first class station, there is a job available for you. Work with permanent type fully capable radio people, in one of the South's most modern stations in a growing, progressive 2 station market. Must be versatile, experienced! Top pay for right man . . . preferably from the Carolinas. Personal interview required. Contact Clay Cline, WDBM, Statesville, N.C. Telephone TR 2-2455.

Announcer-engineer, strong on announcing —good position for the right man. WPLB Radio, Greenville, Michigan. Plaza 4-3656.

Near Chicago indie adding fm to existing am. Highly successful operation expanding. Need announcer with 1st phone. Send particulars to Box 117, WRMN, Elgin, Ill.

Versatile announcer for quality 5 kw CBS prestige station. Adult music show and production work in growing metropolitan market. Fringe benefits—modern plant—immediate start. Send tape, photo, resume and salary requirements in first letter to: Program Manager, WTAR Radio, Norfolk, Va.

Immediately, announcer or combo engineer-announcer. Must run own board. WVOS, Liberty, New York.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? New York School of Announcing, 160 West 73rd Street, NYC, SU 7-6938.

Job hunting? Write Walker Broadcast Division, 83 So. 7th St., Mpls. 2, Minn. for application. Eight midwest states.

Technical

S.E. Virginia 1000 watt station needs reliable engineer-announcer. Engineering ability first consideration. Detailed resume and tape requested in first letter. Reply Box 918A, BROADCASTING.

Chief engineer . . . must be technically proficient enough to do maintenance, good announcer willing to adapt to policy. Air mail picture and resume to Gordon Allen, KGAY, Salem, Oregon.

Wanted, engineer-announcer morning wake-up, sales, progressive and successful popular music station. Good base salary and number of good commissionable accounts. Contact WAFC, Staunton, Virginia.

Need first phone engineer with or without experience, with or without announcing experience. Contact WSYB, Rutland, Vt.

Engineer or combo engineer-announcer. Wanted immediately. WVOS, Liberty, New York.

Job hunting? Writer Walker Broadcast Division, 83 So. 7th St., Mpls. 2, Minn. for application. Eight midwest states.

Production—Programming, Others

Traffic manager—female, heavily experienced for major south Florida market. Send photo, resume and references. Knowledge of copy helpful, but not necessary. Box 268B, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Northern Illinois 1000 watt full time station wants early morning newsman. Shift would begin at 4:00 am five of the six days you would be on duty for 40-hour week with time-and-one-half. Police, sheriff and hospital check before reporting to station. Then prepare and air five minute newscasts plus a 15-minute cast at 7 am. Dominant local news. 3-man news staff. 2 mobile units. Beepers. Finest employee benefit plan in the industry. Salary open to $125 per week for right man. Box 271B, BROADCASTING.

Experienced newsman or recent journalism school graduate to gather, write and air news. 5,000 watt full time Virginia network affiliate. 3-men news staff, newspaper and tv affiliate. Good base salary, excellent fringe benefits. Write Box 415B, BROADCASTING.

Local news director. August opening at daytime kilowatt to head established news bureau and work with news writer and three correspondents. Air conditioned quarters, 5 day week, vacation, hospitalization and pension benefits. Apply to William Holm, WLPO, LaSalle, Illinois.

Copywriter . . . with production ideas that sell. Announcing background desired but not necessary. Resume to Merrill Smith, WONN, Lakeland, Florida.

Experienced continuity writer-announcer. Must be outstanding in both. Adult format. Pay consummate to ability. Requirement is immediate. Resume, photo, tape. Manager, WSAC, Fort Knox, Kentucky.

Experienced newsman wanted as part-time assistant in radio news, beginning September. Can take graduate work. School of Journalism, University of Iowa, Iowa City.

Attention!—Immediate openings; news director, news cameraman, and account executive. Experience required. Contact E. M. Sears, Box 62, Bloomington, Indiana.

Do you want to live in northern California or southern Oregon and work in radio or tv? Write Don Telford, Box 1021, Eureka, California.

RADIO

Situations Wanted—Management

Station manager—13 years' experience in all phases of radio. Presently employed in small market with net profit up and expenses down. A stable, enthusiastic administrator currently selling, programming and announcing. Would prefer Tennessee or southeastern coastal states, with opportunity for profit-sharing or part-ownership. 34, married, one child, no drinking. Present employers know of this advertisement and will supply excellent references. Box 204B, BROADCASTING.

Ready for management. Have handled all other phases broadcasting-programming, sports play-by-play, news, disc shows, sales. Real idea and promotion man. 31 years old. Married, 4 children. 10 years experience. Box 307B, BROADCASTING.

Experienced adult, family radio man. Fifteen years in radio, experienced in all phases; have first phone. Successful management record. Prefer south or west. Five figure man. Presently employed, desire improvement. Box 309B, BROADCASTING.

Desire west coast station. Seasoned, mature, conscientious general manager. 18 years broadcasting. Sales background. Agency-industry contacts west coast. Good administrator. Run economical operation. Familiar FCC regulations. Can build new station. Active civic groups. College, married, two children, age 38. Employed. Dependable! Long term opportunity after August 15th. $900.00 plus percentage. Write Box 345B, BROADCASTING.

Dynamic, young sales manager seeks greater opportunity. Aggressive leader, outstanding small and large market record. 22, married, references. West or midwest. Box 363B, BROADCASTING.

Successful former radio manager, proven record with one of best chains, now top billing. Employed tv salesman wants back radio management. Sales and executive ability proven. Age 37, married, reliable, top references. Box 369B, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Ten years experience: programming, promotion, production, engineering, administration, including manager of #1 station in a top 100 market. Minority stockholder of four-station chain that's being sold. Box 370B, BROADCASTING.

General manager/sales manager for small or medium market station. 14 years experience times sales and management. Thorough knowledge every phase of station operation. Exceptional record in spot sales, local and regional. Highest trade references. Box 378B, BROADCASTING.

Capabale, industrious pd, ce desires manage am (fm). West, midwest. Box 382B, BROADCASTING.

Manager: Now employed. Owner well satisfied. Can show two year sales volume increases. Profitable operation 400,000 market. Desire greater earning opportunity. Family man; thorough experience background; self starter; excellent reputation. Will substantiate all. Confidential. Box 402B, BROADCASTING.

Operations manager-program manager. 20-year man-under 40-with top-drawer references and awards based on leadership, creativity and success. Available in September. Location no barrier if you offer a lasting future in radio or television. . . . or both. Available to single or group operation demanding know-how for expansion and market predominance . . . or maintenance of same. College, 14-years in nation's first four markets . . . 12 years with same network operation. Interested only in position guaranteeing salary of $22,000 annually . . . in salary, profit-sharing or stock plan. Full details upon request . . . by mail or in person. Box 435B, BROADCASTING.

Experienced in all phases. Tops in sales. Presently managing. Dependable . . . efficient and know commercial radio. 1021 Page Avenue West. Virginia Beach, Virginia.

Sales

Experienced radio-newspaper advertising salesman, also copy, announcing, news writing, wants radio sales with investment. Under 30, radio-tv major, college graduate. Box 352B, BROADCASTING.

Announcers

Young radio and tv personality—Returning from European Army service, desirous of position with a progressive radio and tv group with stations which feature better quality programs and good music. Promotionally minded, productive, keen awareness of advertising values, willing to take part in civic functions. Box 286B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Happy, bright "good morning" man. Swinging, not screaming, personality dj. 5 years. Box 299B, BROADCASTING.

Versatile man desires Minnesota or Wisconsin. Ten years experience. Programming, copy, traffic. Play-by-play all sports. Military completed. Mature and economically sound. Box 302B, BROADCASTING.

Four years play-by-play, football and basketball. News: gathering, editing, writing. Box 330B, BROADCASTING.

Newscaster-sportscaster. Best qualified in news. 2½ years all-phase small market experience plus 2 years experience in journalism, public information, editing, writing. Play-by-play man, basketball, football; sports interviews. Work own board. B.A. in Speech, married, veteran, 25. Prefer civic-minded medium market station. References, resume, tape and photo. Box 348B, BROADCASTING.

Want to relocate, 2½ years experience in sales and announcing at same station. Vet, Brown grad., first class ticket. Available in September. Box 360B, BROADCASTING.

12 years experience includes 3 years 51,000 watt am-tv. Flexible. Excellent morning presentation. Interested in job with future. Northeast preferred. Box 362B, BROADCASTING.

Good music and newsman. Commercial specialist. Excellent voice. Try me. Box 381B, BROADCASTING.

Newsman. Experienced in full coverage midwest capital city's top station. Ready to direct hot operation. Box 385B, BROADCASTING.

Young dj, some experience. Will relocate anywhere. Veteran 20, pleasant voice. Ambitious hard worker. Box 386B, BROADCASTING.

Young announcer with two years radio and television experience and five years professional photography background in a 300,000 market, desires position with radio and television station located in Los Angeles area. Main duties to be radio announcer and dj with forward adult good music station that doesn't completely restrict free though in general talk and in the delivering of commercials. Also wanted would be extra assignments in television and television photography with a station doing worth while local programming. Box 391B, BROADCASTING.

Veteran sportscaster radio-television. Authoritative, colorful play-by-play football, basketball, baseball, boxing. 12 years all phases. Solidly commercial. High ratings. Excellent references. Box 394B, BROADCASTING.

Country-western dj, married, 10 years experience all phases . . . would like to relocate in mid-west. Can handle board, pop, news, sports and sales. Box 399B, BROADCASTING.

DJ TALENT SEAT

The last three men who sat in this seat are now featured personalities on WLS CHICAGO—WCKY CINCINNATI and KYW CLEVELAND. If you're a potential 50,000 watt personality you may be ready for the "HOT" TALENT SEAT! Right now, the afternoon spot is open on WHOT and we're ready to hand over a **50% audience share** in the big booming HALF MILLION plus, YOUNGSTOWN market to a swinging, fast paced, modern radio dj who has the voice, the imaginative know-how, and the ambition to do a top-flight job. If this sounds like YOU, and if you feel you're ready for your last step before the really **BIG TIME,** rush immediately your best tape with references to MYRON JONES, PRESIDENT, c/o WHOT RADIO—YOUNGSTOWN 5, OHIO. It may be the best move you'll ever make!

THE GOLDEN TRIANGLE GROUP—WEEP-PITTSBURGH;
WJET-ERIE; WHOT-YOUNGSTOWN.

Situations Wanted—(Cont'd)

Announcers

Don't miss this bargain. I sell without screening, am modern without format, top rated without r&r, play-by-play and news. Major market experience. Yours for $125 minimum. Box 401B, BROADCASTING.

Short on experience, willing to learn. Have third phone, will announce or operate board. All offers considered, Louisiana preferred. Box 407B, BROADCASTING.

Air-personality, fast-paced, ambitious. 3 years experience. Desires work in a western state. Box 408B, BROADCASTING.

Daybreak man—conscientious wide-awake newscaster. Genuine personality. Adult appeal, no 40 advocate. Top tape editor. Seeks position leading to news head. Tape, photo waiting. Box 409B, BROADCASTING.

Morning sign-on. DJ cmpanion of early birds. Adult appeal. Experienced, UPI audio-tape editor. Prefer midwest network operation. Box 410B, BROADCASTING. .

Experienced, versatile, combo announcer, 24, completing military service. Prefers east, non-formula. College. Available September. Box 413B, BROADCASTING.

Exit frustrations—for a discriminating program director who desires a happier life—Let me make my debut on your station. Box 418B, BROADCASTING.

Experienced, versatile negro dj available October 1, 1960. College graduate, 40 years, references. Very excellent cultured voice. Will travel. Own record collection. Will accept any reasonable offer. Box 419B, BROADCASTING.

4 years speech, first phone. When can I start? Box 420B, BROADCASTING.

Announcer. Excellent voice—looking for extra work. Top notch job on commercials. Box 439B, BROADCASTING.

Young announcer. Experienced top forty, good music, news. Presently employed. Box 423B, BROADCASTING.

Top flight announcer. 7 (seven) years. Employed. DJ, news, play-by-play. Can read. Available now. Box 426B, BROADCASTING.

Florida, Virginia station note: Top announcer, production man and program director looking for position . . . as chief engineer or asst. manager. Box 433B, BROADCASTING.

North west Texas? Dignified radio? Permanence? Well experienced. 35. Single. Box 434B, BROADCASTING.

Best voice at station—even with year experience. Looking to locate as close to N.Y.C. as possible. Box 438B, BROADCASTING.

Adult announcer. . . . First phone. . . . Tops on sales. Experienced. HO 4-0761 after 6pm. 1021 Page Avenue W., Virginia Beach, Virginia.

Sportscaster, strong play-by-play and color, some news, dj. College degree in journalism-speech. College station manager, sports and news director. 6 years on air, have tapes. Hal Dutton, 514 Terry Road, Syracuse 4, N.Y.

Experienced young air personality, seeks position with music operation. Four station market experience. Married, Jack DuLong, 7731 Forest Preserve, Chicago 34, MErrimac 7-0238.

Situations Wanted—(Cont'd)

Announcers

No song—no dance—no bunk. Well trained and ready to work. Bernie Kastles, 308 W. 82nd St., N.Y.C.

Young Negro announcer, vet. Professionally trained—3rd phone. Available now. Have car, will travel anywhere. Will work hard if given a chance. Bob Lee, 6028 S. Drexel, Chicago, Illinois.

Announcer-engineer, two years with present location. Prefer Texas or New Mexico. Call James Lee. 6209, Patrica, Texas.

Steady, sober, college and broadcast school grad., pleasant voice, 3rd phone, write well, have sold, exp. (?), some announcing, much showbiz. Middle Atlantic states preferred. Andy McCann, 1506 Church Road, Oreland, Pa.

Negro dj, announcer, desires employment. Musical background, format. Will travel. John Cloyd Miller, 2176 Taft St., Gary, Indiana.

Wanted. Permanency. Announcer, age 34. Married. Three children. Has complete "mobile Motorola unit." Call Edward H. Osborn at Pittsford, Vermont. Hudson 3-6664. Or write to P.O. Box 185.

Young businessman-Experienced sportscaster. Radio-tv. Weekend board shift. L. B. Productions, 1801 Coldwater Canyon, Beverly Hills, California. Crestview 5-8592.

Going west. Telephone Gene Romance, Liberty 4-2331, Minersville, Penna. Minimum $65.00.

Man, like do you have a fence? Well, my name is Spence and Spence's Fence is the swingiest show in town. If you want Spence on your fence, call Bayside 5-4796 in New York City, but hurry, this offer is limited.

Announcer—graduate of announcing school. Low, mature voice. Enthusiastic beginner with some board experience. Norm Swenson, 3741 Dukeshire, Royal Oak, Michigan. Liberty 9-4159.

Negro disc jockey looking for work. Dick Wilson, 101 West 143rd St., Apt. 19, NYC, AD 4-4180.

Technical

Ten years experience including 10 kw directional, installation, maintenance, studio production, director of engineering for chain that's being sold. Box 371B, BROADCASTING.

Florida first phone announcer available. $90 minimum. Box 416B, BROADCASTING.

Engineer with 1st license, have six years experience in studio engineering and production work, desires responsible position. Box 429B, BROADCASTING.

West-chief engineer-announcer. Ten years radio. Now employed. Box 571, Lancaster. California.

Production-Programming, Others

This is ridiculous—top promotion man, good air work, excellent production, but unemployed. Married, veteran, college, 26. Excellent references. Absolute minimum $150. Qualified for either program director or assistant manager. Prefer no air work. Box 968A, BROADCASTING.

Young, versatile, experienced announcer-program director, 3 years experience, currently employed as morning man-program and sports director southeast network station. Looking for greater opportunity. Prefer Florida or Gulf Coast. Box 284B, BROADCASTING.

AMERICA'S MOST TALKED ABOUT PROGRAM DIRECTOR

is now accepting inquiries from employers who would foster a PROFIT-MAKING organization through increased, stable ratings. I have out-smarted McLendon and Storz. I have out-done Westinghouse, Metropolitan, and Storer. Big money, big position, and big responsibilities are imperative. New firms, such as forming under Esquire, Crowell-Collier, etc., may desire my services in top executive position. Box 405B, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Program director-writer-announcer. Thorough radio-tv experience. Dependable family man. Need $115. Available August 31. Box 353B, BROADCASTING.

Attention Maryland—Northern Virginia. Announcer-pd. with seven years experience seeks solid permanent location. 32 with family, need over 100 weekly. Offer huge musical memory on pops and classics plus style that keeps adults listening. Like forethough and tight boardwork? Let's get acquainted. Box 361B, BROADCASTING.

Production engineer. Experienced in production at nation's top ranking stations, also studio design, installation, maintenance; produced master "Big Beat." Now director of engineering and production for chain that's being sold. Box 376B, BROADCASTING.

Newsman—Write, gather, edit and air. Now employed northeast. On air 8 years. Seeks better radio or tv opportunity. Box 392B, BROADCASTING.

Interested? Fellow who produces good continuity. Radio and tv experienced. Excellent references. Prefer metropolitan or Florida market. Box 395B, BROADCASTING.

Top announcer, California now, will move anywhere there is opportunity to program adult popular music station. 27, college, professional, dedicated. Box 398B, BROADCASTING.

Newscaster; news editor. Presently employed. Extensive background in journalism, news announcing, history. Wants position in metropolitan area station. Family man. Box 400B, BROADCASTING.

College graduate with 25 years experience in radio and television. Interest in program director or sales. Available now. Box 421B, BROADCASTING.

News director presently heading 8 man department in top 30 markets ready for top 10. Twelve years news experience. Quality editorial writer. Radio journalism graduate, highest references. $12,500 minimum. Box 422B, BROADCASTING.

Seeking secure future as pd. Experienced staff, adult dj, play-by-play and on camera tv. Current salary $120. Box 425B, BROADCASTING.

TELEVISION

Help Wanted—Sales

Number one vhf-tv in medium midwest market now expanding local programming and sales, needs number one local time salesman to assist local sales manager. Moderate salary to start, leading to excellent commission earnings for right man. Send resume of experience, earnings, references to Box 432B, BROADCASTING.

Aggressive hard-hitting, money lovin' tv salesman wanted by station that is among the most top-fifty television progressive in the east. Bonus and incentive plans. Plenty of potential for the right man. Sell and we'll pay! Send resume. Write Box 436B, BROADCASTING.

Permanent career in television sales at prestige CBS & ABC station in western South Dakota. Good opportunity for family man interested in growing with our organization. If you have previous radio or television sales experience, contact William F. Turner, KOTA-TV, P.O. Box 1752, Rapid City, South Dakota, with letter of full resume. No phone calls.

Experienced sales representative CBS affiliate, first in nation's fastest growing television market, seeks experienced local sales representative. Sales promotion background considered. Productive account list available. Send resume and photo to Television Sales Manager, WDBO-TV, Orlando, Florida.

Help Wanted—(Cont'd)

Announcers

TV announcer, midwest three-station market. Send picture, tape, details. Box 390B, BROADCASTING.

Technical

Northwest mountain vhf transmitter seeks experienced maintenance and operational engineer. Living quarters, good pay for long hours. Box 333B, BROADCASTING.

Assistant chief engineer or studio operations engineer. Salary open. Prefer 2 to 3 years experience in maintenance. Jerry E. Smith, C.E., Box 840, Corpus Christi, Texas.

Chief television engineer. For leading university using Marconi 4½" image orthicon camera. Design, development, construction, administration: closed circuit system, communication, experimental tv. E.E. degree or related; at least 5 years broadcast audio-video engineering experience; first class radiotelephone license. Send full resume to University of California, Personnel Office, Berkeley, California.

Production-Programming, Others

Newsman for major market station. Must have good on-air background. Interview experience helpful. Be prepared to submit tape or kine. Box 349B, BROADCASTING.

Two-headed genius wanted. Young man, eager to get into the television industry with leading mid-Atlantic operation. Duties involve assisting merchandising-promotion manger, include working on public relations and publicity (willing to take on undesirable chores from time to time), ambitious (no overtime paid) and willing to start near the top (semi-genius). Prefer man with previous experience but will consider recent graduate. Send complete (immodest) resume to Box 403B, BROADCASTING.

Traffic manager. Experienced man or woman. Able to direct full staff. Immediate opening, for responsible person in a top east coast station. Excellent salary, standard benefits. Present traffic manager retiring after five years in this position. Send complete resume to Box 406B, BROADCASTING

Traffic operations manager, male or female, for network owned and operated television station. Must have good experience. Excellent salary and potential. Send resume to Personnel Director, WBBM-TV, Chicago, Illinois.

TELEVISION

Situations Wanted—Management

Successfully employed tv salesman, 6 years broadcasting experience, part in radio management wants connection in tv sales management. Age 37, married, reliable. Proven record, top references. Box 368B, BROADCASTING.

Wanted: Job with future. 12 years experience most phases radio-tv. Married, 27, degree. Want job to train for executive position. Known as real competitor. Best references. Box 424B, BROADCASTING.

Top, young program-operations man, strong creative sales, now employed major market, nine years experience. Ready for promotion to station manager or assistant manager. South or southwest only. Box 427B, BROADCASTING.

Sales

Due to sale of station, commercial manager 5 kw seeks relocation in northeast. Executive-type salesman with sixteen years experience—six tv sales, ten radio sales and management. Past commission earnings well above average but primarily interested in sound permanent connection. Excellent references. Box 412B, BROADCASTING.

Announcers

TV announcer, 4 years experience, news, commercials, kid show, mature. Box 350B, BROADCASTING.

Sports director—Radio and/or tv. Eleven years experience all sports. Top commercial delivery. Excellent on-camera appearance. Top man for top sports-minded market. Box 367B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Commercial announcer—I can sell your sponsor's products, and make him happy while doing it. Have done news, sports, and interview work also. Commercials make the money, and that's where I want to be. I am in my mid-twenties, have a nice on camera appearance, and am a neat dresser. I have a healthy sense of humor, but am unshakable when the unexpected occurs. Will not consider less than three station market area. Box 366B, BROADCASTING.

Radio, tv newsman announcer, authorative, believable delivery. Personel interview available. Box 396B, BROADCASTING.

Attention San Antonio stations. Texas tv-radio announcer, 14 years experience, seeks work while continuing education in SA. Now employed major Texas tv outlet. Available for interview. Box 430B, BROADCASTING.

Technical

Experienced studio engineer. One year all phases of studio production. First phone. Desires studio engineer/production. Box 383B, BROADCASTING.

Production-Programming, Others

Excellent television newsman and personality. 13 years' radio and tv experience. Presently employed as station manager in small radio market. Former tv experience consisted of news and 1½ hour morning show across the board. 34, married, no drinking. Present employers know of this advertisement and will supply excellent references. Box 205B, BROADCASTING.

News director—12½ years experience at top independent in east. Versatile. Sought after for radio and tv on-camera commercials. Box 380B, BROADCASTING.

Desire return to tv. Film, promotion, production, radio sales experience. Degree. 28. Veteran. Family. Box 428B, BROADCASTING.

Married veteran, 25, 2 years experience KUON-TV, Theatre background, BSc Nebraska University, one year graduate work in television. Desires producer-director position in commercial or etv in midwest. 2009 So. 26th, Lincoln, Nebraska.

FOR SALE

Equipment

Gates dynamote portable remote amplifier —brand new—$250. Box 166B, BROADCASTING.

New, unused, still in original crating, 10 kw Westinghouse FM-10 amplifier complete with rectifier and power supply. Needs 2.5 kw to 3 kw for driver. $5,000.00 F.O.B. Washington, D.C. Box 280B, BROADCASTING.

FM-four bay General Electric antennas. Both 1⅝" input. Gain 3.6. Mounted on 2" angle iron for assembly and tuning on ground. Lift complete and strap to side of tower. Tuning information and instruction book included. In service, available October 1. Photo on request. One General Radio 731-A modulation monitor and one Dolittle FD-1-A AM frequency monitor with plug in crystal oven. Both $275.00 available August 1. Box 281B, BROADCASTING.

FM transmitter—Used Western Electric 10 kw. Best Offer. Reply Box 364B, BROADCASTING.

For immediate sale: RCA 5kw television transmitter channel 5 RCA transmitter console with TM-5A monitor RCA 3 bay antenna channel 5. RCA WM12 and WM13 demodulators. RCA 10kw harmonic filters (2) channel 5, RCA 10kw diplexer channel 5, 400′ Stainless guyed tower on ground. 800′ 3⅛ transmission line. Sold as package or separately. Box 377B, BROADCASTING.

Presto 6-N recorder with microgroove regular leadscrews. Conrac CL-14. monitor, like new. Box 411B, BROADCASTING.

Multiplex receivers—Bogen RM2—like new. 67kc.—$110 each. Box 431B, BROADCASTING.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

FOR SALE

Equipment—(Cont'd)

Complete Gates nitewatch system for automatic programming, used less than 6 months, like new, best offer takes. Bill Bentley, KBTN, Neosho, Mo. Tel. Glendale 1-1420.

Tape recorders, several Ampex 350 console, half track, 7½ and 15 ips. Excellent. $1000 each $1050 crated. Radio Station KCHJ, P.O. Box 966, Delano, California.

Berlant—Model 30 monaural—easily adapted to stereo, broadcast recorder. Very little wear, leather cases never used. Cost over $800 new. 2½ years old. Make an offer. WGTS-FM, Washington 12, D.C.

RCA 73-B disc recorder with amplifier. Good condition. Highest offer. KOZE, Lewiston, Idaho.

Mobile studios. 1958 Ford parcel truck specially designed and equipped as efficient broadcast unit. Twelve foot interior and high enough to stand. Large windows, heating unit, air-conditioned, wired and has exterior speakers. Condition is excellent. Very low mileage. A steal at $2,000. Also have complete Gates remote control unit for sale in good working condition and 200 ft. tower. Want to dicker? Call General Manager, WELM, Elmira, New York, Regent 3-5626.

Gates 250 watt am auxiliary transmitters. 6 years old and in good condition. $600.00 WFMB, Third National Bank Bldg., Nashville, Tenn.

Collins 4-channel remote amplifier. Needs tube, otherwise excellent condition. Make offer. WGTS-FM, Washington 12, D.C.

Collins 21A 5 kw transmitter maintained in original condition. Now avaliable. Examine under operating conditions. Excellent quality. Ten years old. Price $4,500. Terms. Address Radio Station WISE, 75 Scenic Highway, Asheville, N.C.

Available now—320 foot guyed, type 300, Windcharger insulated tower. Painted year ago. Make offer. WMLT, P.O. Box 659, Dublin, Ga.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N.Y.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

Video monitors. Closed circuit and broadcast, Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

General Electric 250w fm transmitter complete with tubes and crystals, $1,250.00. General Radio 1181A am frequency monitor, $450.00. Gates modulation monitor, $250.00. General Electric limiting amplifier, $350.00. Gates model RCM12 remote control system, $500.00. 350′ Windcharger tower complete with lighting equipment, $2,500.00. Reply to Wayne Marcy, 4007 Bellaire Blvd., Houston 25, Texas.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24" Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Ready to ship 370 foot Truscon tower, self supporting, insulated, complete. Also available 2-bay RCA Pylon fm antenna and coaxial line. Phillips Tower Co., 124 E. Lachapelle St., San Antonio, Texas. CApitol 6-4616.

1—Presto R11A-900C full track, like new, with manual, cables and fittings—$700.00, or make offer. Also 1—Berland-Concertone professional. Excellent condition—$200.00. Radio Parts, Inc., 807 Howard Avenue, New Orleans 12, La.

World's largest searchlight. G.E., mounted on good Chevrolet truck. Cost over $65,000.-00. Still like new, rents for $75.00 per night. Ideal to boost radio-tv sales skyhigh. Going in service, sacrifice $2950.00. Pay for self in ten weeks. Phone Howard Rigsby, FA3 7741, or P.O. Box 1662, Birmingham, Ala.

Dehydrators, automatic and complete, rigid coaxial transmission line, with fittings and hardware. Write for listing. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Wanted to lease, with option to purchase, a sick daytimer or unlimited station. 250 to 1000. Located midwest, preferably Missouri or Illinois. We have top men for rebuilding job, would also option to seller ⅓ of station after build-up. Need complete details. Box 291B, BROADCASTING.

Experienced owner-operators will pay to 300M for right radio station. No brokers. Box 358B, BROADCASTING.

Want small station in Virginia, prefer daytime station in small population area. Principal. Box 388B, BROADCASTING.

Husband-wife team wishes to invest in radio station. Husband top disc jockey in large market, does superior production, many voices, creative writing. Wife has extensive administrative, secretarial and office management experience. Prefer the west. Box 393B, BROADCASTING.

Have operating team—will invest. Wanted—lease with option to buy. All replies in strictest confidence. Box 437B, BROADCASTING.

Equipment

350 to 400 foot guyed triangular tower capable of supporting 14,000 pound six-layer Channel 2 superturnstile tv antenna. Write, stating location, condition, manufacturer, and price. Box 230B, BROADCASTING.

Need the works: 1 kw fm transmitter, monitor, antenna, etc. We'll buy piece by piece. Box 346B, BROADCASTING.

Good used RCA BTF3B, 3 kw fm transmitter and assc. Eqpt. Inc. Antenna. Box 365B, BROADCASTING.

Presto R-11 tape recorder, other Presto equipment. Gray ARM, 106-SP. Western Electric 109 group. Box 373B, BROADCASTING.

Television mobile truck. Desire used factory-built television vehicle. Do not need cameras or microwaves, etc. WIS-TV., S. C. Alpine 3-8356, Paul Welcome, Chief Engineer.

RCA power supply for 76B console urgently required. State condition and price. E.G. Panissidi, 1042 E. Walnut, Burbank, California.

Need immediately, several hundred feet of stear type transmission line size 3⅛". T.C.A. Radio Tower Co., 2615 Bankhead Highway, N.W., Atlanta 18, Ga., Sycamore 9-1203.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood. Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC license in six weeks. Classes 9 a.m. to 6 p.m. five days a week. Tuition $300. We have no failures. The Pathfinder Method, 510 16th St., Oakland, California.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Funniest one-liners ever created. Produced on tape especially for your show or station. Rush letterhead request for sample tapes! Box 732A, BROADCASTING.

Comedy for deejays!—"Deejay Manual," the complete gagfile containing bits, gimmicks, ad-libs, commercials, one-liners, letters, doubles, etc. $5.00. Show-Bis Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

RADIO

Help Wanted—Management

WANTED GENERAL MANAGER AND LOCAL SALES MANAGER

For one of the nation's outstanding negro programmed stations. Pay commensurate with being in one of the top markets in the country.

Our general manager was killed in a plane accident July 1. The sales manager position is a newly created one. We wish to fill both of these positions immediately. Do not apply unless your background can stand a thorough investigation: Contact Pat Tuschman, Radio Station WABQ, AM-FM, Cleveland, Ohio, 319 Bulkley Building, Telephone CH 1-7555.

Sales

EXCEPTIONAL SALES POSITIONS

Are open in our major midwest and southern markets. Because of rapid expansion we need experienced men to sell a dynamic, new format backed by ratings and acceptance. Perhaps you are the conscientious and responsible man we want. Are you? Why? All replies confidential.

BOX 357B, BROADCASTING

Production-Programming, Others

AMERICA'S NEWEST GROUP

Dealing only with major markets wants alert voice and production talent willing to leave the din and move up to quality. Potential is unlimited for those who are ambitious and work to prove it. You can begin by telling us why we need you in one of our midwest or southern operations through tape and resume.

Box 356B, BROADCASTING

RADIO - TV NEWSMAN

Major market on Mid Atlantic coast has immediate opening for experienced reporter—writer—broadcaster. Must be familiar with mobile unit and beeper phone operation. Tape, photo, resume in first letter to

Box 374B, BROADCASTING.

RADIO

Situations Wanted—Management

STATION SICK?

Two man team experienced in all phases of broadcasting and business management. Strong on sales and promotion with proven record. Will consider all offers including lease; lease-purchase.

Box 387B, BROADCASTING

Situations Wanted—(Cont'd)

Production—Programming, Others

TIRED COPY?

Copywriter—Just returned from three months' "refresher" in Europe . . . Bursting with bright ideas. Previously, years of 4 A advertising agency experience . . . tv, print, radio. Packaged goods—beauty soaps, food, cosmetics, household and laundry washing products. New York area.

Box 384B, BROADCASTING.

TELEVISION

Help Wanted—Technical

STRATOVISION OPPORTUNITY

Qualified engineers and technicians wanted for an initial group connected with Stratovision . . . the pioneering concept of airborne educational television. Applicants should be high school graduates with at least 2 years electronics training in an accredited technical institute or university. Experience in TV testing and operating techniques desired, including maintenance and operation of TV transmitters, video tape recorders and TV monitoring equipment. First class radiotelephone license required, and willingness to fly regularly in commercial type aircraft. Locations are in midwest after training period in Baltimore. These positions offer unique career opportunities with a leader in the electronics industry.

Send resume to: Mr. Guy Wade, Dept. 314

Westinghouse—Baltimore

P. O. Box 746 **Baltimore 3, Maryland**

Production—Programming, Others

BIG MONEY AND BIG AUTHORITY!

TV Program Operations Manager

WHO CAN TAKE OVER AND GET THE RATINGS will find BIG MONEY through a high pay scale and incentive plan based on increased ratings. If you are this man, you will be backed by the alert, aggressive staff and management of a leading Network-Affiliated TV Station in the rich Southeastern Market Area.

Write Box 379B,

BROADCASTING.

Results MEAN MONEY.

Help Wanted—(Cont'd)

Announcers

KWTX-TV, WACO, TEXAS

Has immediate opening for top quality TV announcer. If you think you can qualify please send tape and picture to Ralph Webb, P.O. Box 7128, Waco, Texas.

FOR SALE

Equipment

Presto PB 17c eight hour tape player complete with A909 Pre-amplifier at attractive console. Have two units designed for background music service. Never used, our cost $875.00 each. Make offer to: Karl Troeglen, Technical Director, KCMO Broadcasting, Kansas City 8, Missouri.

Spotmaster

No. 1

In The Tape Cartridge Field

Instant Cueing

For descriptive material, write

BROADCAST ELECTRONICS, Inc.

8800 Brookville Rd., Silver Spring, Md.

or

contact your VISUAL ELECTRONICS man

NEW

Low cost modulator-oscillator. Convert color or monochrome receivers to video monitors. Low differential phase, wide frequency response, constant time delay. $49.50. Write: TELSON ELECTRONIC PRODUCTS, INC., Rapid City, South Dakota.

EMPLOYMENT SERVICE

STEP UP TO A BETTER JOB THE EASY WAY!!

Many announcers and others have found that it pays to get your job through professional placement.

TOP JOB PLACEMENTS IN THE SOUTHEAST

Free registration — Conf. Service

Professional Placement

458 Peachtree Arcade

JA 5-4841 Atlanta, Ga.

MISCELLANEOUS

Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems

For

STUDIO TRANSMITTER LINKS

John A. Moseley Associates

Box 3192 Woodland 7-1469

Santa Barbara, California

STATIONS — FOR SALE

PACIFIC NORTHWEST

Regional fulltime station in excellent market. Price of $185,000 includes valuable real estate. 25% down and a long payout.

Box 320B, BROADCASTING

NORTHERN CALIFORNIA

DAYTIMER

Grossing $5000 per month. $75,000 with low down.

Box 347B, BROADCASTING

SOUTH FLORIDA GOLD COAST

Fulltime regional. Thirteen years under original owner, who is retiring. Number one rated in booming market.

$500,000

Box 397B, BROADCASTING.

Ga.	Single	250w	$45M	terms
Va.	Single	1kw-D	80M	terms
Ill.	Single	Daytimer	95M	29%
La.	Single	Regional	53M	terms
W. Va.	Small	Local	40M	10 dn
Tex.	Small	1kw-D	130M	29%
Cal.	Medium	1kw-D	70M	29%
Fla.	Medium	Regional	230M	29%
Wyo.	Medium	1kw-D	125M	29%
Cal.	Metro	Daytimer	175M	terms
Fla.	Large	Regional	185M	29%
Fla.	Major	Fulltime	250M	terms
Cal.	Major	250w	475M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta Indianapolis Los Angeles
Nashville New York San Antonio
San Francisco Seattle Troy, O.

Please Address:
1182 W. Peachtree, Atlanta 9, Ga.

Texas single $47,500—South single $41,000—South medium $87,500—Southwest single, nice profits. $62,500—West medium $350,000—South Major $350,000. PATT McDONALD CO., Box 9266, Austin, Texas. GL. 3-8080 or Jack KOSTE, 60 E. 42nd, NY 17, NY. MU. 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

CALIFORNIA. Full time. Top market. Asking $225,000 with 29% down.

WEST NORTH CENTRAL. Daytimer. Doing $12,000 a month. Asking $150,000 with 29% down.

SOUTHEAST. Profitable daytimer. Did $84,000 last year. Ahead this year. Asking $125,000 with 29% down.

WEST NORTH CENTRAL. Daytimer. Doing $6,000 a month. Asking $100,000 with 29%.

NORTHWEST. Daytimer. Good radio town. Did $58,000 last year. Asking $68,000 with 29% down.

CALIFORNIA. Daytimer. Market of 50,000 with good growth. Asking $50,000 with $10,000.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

To Buy Or Sell A Station In The South
Contact
Paul Yates, Jr., Advertising Service
P.O. Box 1396, Sandford, Florida
Confidential Negotiations
We are Experienced in Radio Station Sales

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

ALASK
CALIF.
PENN.
DAK.
NEW YORK
MASS
OHIO
B. Simpson

ALL LANDSLIDES DON'T GO DOWNHILL

All adhesive bandages are not **BAND-AID** TRADEMARK Adhesive Bandages

The registered trademark BAND-AID is one of the most widely known in the world . . . recognized in more than 75 countries. It is an adjective indicating Johnson & Johnson as the source of a product and is never the name of a product.

It is used in connection with a whole family of products made only by Johnson & Johnson . . . and is always followed by a product name as—BAND-AID Adhesive Bandages, BAND-AID Clear Tape, BAND-AID Sheer Strips, BAND-AID Moleskin Adhesive, etc.

We appreciate your mentioning our trademarks along with our products, and we hope you will continue to do so. But when you do, won't you please use both correctly?

Johnson & Johnson

OUR RESPECTS TO . . .

Leo Burnett

Reach for the stars! Reach for them anywhere, whether along Chicago's Michigan or New York's Madison avenues, and have no qualms if you are forthright and lack the pretense of the sophists in advertising. The twain of good advertising can and do meet and, invariably, they talk of the primemovers and image-makers.

Leo Burnett, whose agency started passing out apples in 1935 and symbolically reaches for the stars, feels his agency pioneered in "forthrightness and simplicity," but disclaims that these are qualities indigenous to the Midwest. An idealist by nature, with a creative flair, the 68-year-old board chairman of Chicago's most locally-oriented agency (projected overall billings of $115-117 million, with about 60% in radio-tv) modestly disclaims his role in building the house that Burnett indeed built.

But, as the agency gets set to celebrate its 25th anniversary in August, some 900 associates in six cities would be inclined to disagree. And they are all the happier because the apples that the prospering agency currently is passing out (at the rate of 115,000 annually) are less a reminder of the depression years than things accomplished and yet to come. Despite the contrary embellishments of press agents, Leo Burnett Co. is still creatively, individually, characteristically and idealistically Leo Burnett, who stepped down from the presidency a few years go (now held by W.T. Young Jr.).

The Burnett portfolio includes such blue-chip accounts as Allstate Insurance Co., Campbell Soup, Chrysler Corp., Hoover, Kellogg Co., Kendall Co., Philip Morris, Pillsbury, Procter & Gamble (all network tv) and Brown Shoe Co., Green Giant, Pfizer, Pure Oil, Santa Fe, Star Kist, Swift, the Tea Council and Commonwealth Edison Co. (all spot and local radio and/or tv). Networkwise, the image of forthright advertising pervades upwards of 35 programs that would swell up a Who's-Who of broadcasting.

Dutch Uncle? ■ A student of creativity, Mr. Burnett minces no words on the subject. The Magazine Publishers Assn. was called to task in New York last December for maintaining a "status quo editorial concept" and "muffing the ball" on the greatest mission in history. Mr. Burnett, commands and gets loyalty (long hours) that suggests he is a kind of dutch uncle to his employes (he owns 14% of common stock). Station representatives who regularly call on his people well know the Burnett penchant for creativity—that merely buying by the numbers is not totally the Burnett concept.

Actually, Leo Burnett might have succumbed early to printer's ink had it not been for the blandishments of a college classmate, O.B. Winters. Born in St. Johns, Mich. (on Oct. 21, 1891), Leo Burnett shunned his father's dry goods business and picked up printing. After teaching at a rural school to raise money, he enrolled at the U. of Michigan in 1909, majoring in English and editing all campus newspapers.

By now an aspiring journalist, with his sights on New York, the youth got an $18-a-week job as a reporter-writer on the *Peoria Journal*. Mr. Winters (later a creative executive at Erwin Wasey) kept taunting Leo about the lures of advertising and the youth reconsidered his career. "He (Mr. Winters) was making $40 a week on an automobile house organ and I had to support my mother," Mr. Burnett recalls. "My food budget consisted of 10 cents for breakfast, 25 cents for lunch and 35 cents for dinner. Naturally, it piqued my curiosity." So, he made inquiries and prepared a resume on a typewriter in the Peoria YMCA.

Mr. Burnett joined the Cadillac Motor Car Co. in Detroit in 1916, editing its house organ for $25 and later $40 a week. Within two years he was appointed advertising manager and his career was launched. After a World War I Navy stint, he returned to Cadillac, then shifted to Lafayette Car Co. (after General Motors bought out the former) in Indianapolis as advertising chief in 1920. When the company moved headquarters to Racine, Wis., Mr. Burnett remained, joining Homer McKee's agency, which he described as a "great training ground for the man with a flair for a phrase" and which handled Real Silk Hosiery and other accounts. He served in executive and creative capacities for about 10 years.

LEO BURNETT
Forthright and simple

A New Decade ■ In 1930 Mr. Burnett received a proposition from Art Kudner and joined Erwin Wasey as vice president in charge of creative activities (servicing Goodyear, Carnation, other accounts). It was the start of a new decade—of depression years and the emergence of radio as a full-fledged advertising medium.

Undaunted, Mr. Burnett and eight associates formed Leo Burnett Co. in August 1935 with a handful of employes (eight), accounts (three) and a goodly supply of apples. "We were heavy in radio but late in getting into tv," Mr. Burnett observes. What does he think about the aural medium today?

"Radio has lost its personal characteristic, its individuality, and has become a catch-all. Of course, in a small way, fm has come along as a service and if properly run, is a good medium. It has a distinct identity."

Other Burnett views in capsule:

"Color tv has a very great future—there's as much difference between color and monochrome as tv and radio.

"I can never understand why conventional and pay tv can't complement each other."

Personal Salesmen ■ Mr. Burnett reveals that among his greatest personal satisfactions he has derived in his 25 years as agency head lay in Burnett's pioneering of the simulcast and placing greater emphasis on the development of "personal salesmen" on tv—Garry Moore, Art Linkletter, Arthur Godfrey and others.

Despite stick-to-it-iveness and a dedication for work around the clock, Mr. Burnett also manages to find time for extra-curricular interests. The credits: trustee of the American Heritage Foundation, director of The Advertising Council and Chicago Better Business Bureau (he directed the AHF Register & Vote campaigns in 1952-56). His honors: From the Freedom Foundation, New York Art Directors Club and other groups.

Mr. & Mrs. Leo Burnett (the former Naomi Geddes, married May 29, 1918) live in Lake Zurich, Ill., and have three children—Phoebe, Peter and Joseph. Far from being a gentleman farmer, Mr. Burnett is active in the soil (cattle, poultry) as a hobby, though he does employ a full-time farm man.

EDITORIALS

Color picture

IN THE past few weeks RCA and NBC have been issuing bullish reports about the progress of color television.

If there has been an appearance of inflation in some of these reports, RCA and NBC may be excused. Among all the major manufacturers and broadcasters only RCA and NBC have made a serious effort to create the color system that the FCC authorized six and a half years ago.

There are three important reasons why other elements in television have not joined in the exploitation of color:

- Black-and-white television advertising volume has expanded dramatically, and the market for black-and-white television sets, reinvigorated by the development of portables and multiple-set homes, has remained firm. In such circumstances there has been relatively little incentive to push color as a stimulus to tv advertising or set manufacturing.
- Rivals of RCA have not been anxious to exploit a field in which, presumably, RCA enjoys some patent advantages. Rivals of NBC have not been anxious to invest in color broadcasting when they lack a parent manufacturing concern that would benefit from color promotion.
- Some manufacturers and broadcasters have held the view that the quality of color sets needed improvement and that the original and maintenance costs of color sets were too high to promise a mass market.

All three of these reasons for delay in color exploitation are losing their importance. Technological developments in other advertising media are at last proceeding rapidly enough to promise increased competition for a television system that still broadcasts most commercials in black-and-white.

Many national advertisers now use magazine advertising because it can be presented in full color.

Many national and local advertisers are beginning to use newspaper advertising for the same reason—even though newspaper color still has many imperfections.

Printing developments promise to improve magazine color and to eliminate some of the production problems it now entails. Among newspapers there is concentrated effort in the same direction. Much money is being spent to create faster presses and simplified engraving processes that, in very few years, will substantially increase the volume and improve the quality of color in the print media.

Print media have an advantage in the development of color that television lacks. Their audiences are already fully equipped for color.

Television cannot go into the color business fully until 46 million homes buy color sets. It has taken nearly 15 years to put black-and-white sets in those homes. If only one manufacturer had been building sets and only one network broadcasting programs, only a fraction of America's homes would have black-and-white television today.

Broadcasting at its best

EVERY four years it's the same story. Is there too much coverage of the political conventions? Should the whole convention system be revised? Why should networks (and their affiliated stations) take a financial beating and at the same time lose audience?

The questions may be asked with some validity. The answers, to us, are obvious.

As long as the nominating conventions are held, they will make big news. Spot news can't be rationed or programmed. It must be covered spontaneously. In spite of duplication or costs, the networks are going to cover conventions. It is their responsibility.

At the Democratic convention in Los Angeles, thorough and efficient television and radio network coverage was backed up by regional and local coverage of stations and station groups. It was the greatest demonstration of mass reporting of a single event in history. This performance will be repeated this week in Chicago.

After the conventions of 1928—the first to be covered by network radio—complaints arose about duplication and sameness. The radio coverage, sparse as it was, brought a revolutionary change for newspapers. The "extra" expired. The public had it hours before by radio.

Television coverage began with the 1952 conventions, but radio was still the anchor medium. The 1956 conventions constituted tv's emergence as the major medium. And this year the largest corps of reporters and operating personnel ever accredited to any news event handled the job. Two thousand radio-tv credentials were issued.

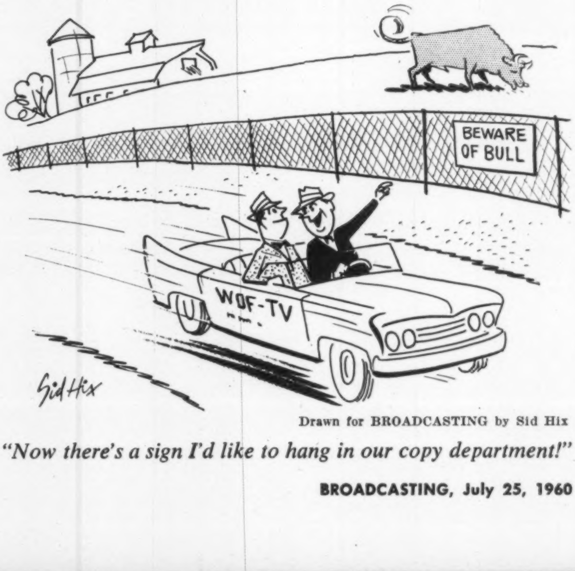
One had only to look behind the scenes in Los Angeles to see what television has wrought. There was hardly a newspaper or newsmagazine cubicle at the Sports Arena or at the headquarters Biltmore Hotel that did not have a tv receiver to monitor coverage. Tv did the "leg" job for them. The lounges provided for newsmen were equipped with several receivers. They were surrounded by "working" reporters.

Electronic journalism has wrought far-reaching change in newsgathering. The public thus is better informed. Newspapers have improved because of this competition. And electronic journalism, with its natural advantage of speed, has matured.

Gov. LeRoy Collins, permanent chairman of the Democratic convention, paid deserved tribute to all news media for the job performed in Los Angeles. This was in refreshing contrast to the gratuitous smear of radio and television contained in the party platform. Gov. Collins spoke of the "outstanding contribution to good government, and to the progress of our nation" manifest in the television and radio coverage. Broadcasters are understandably grateful.

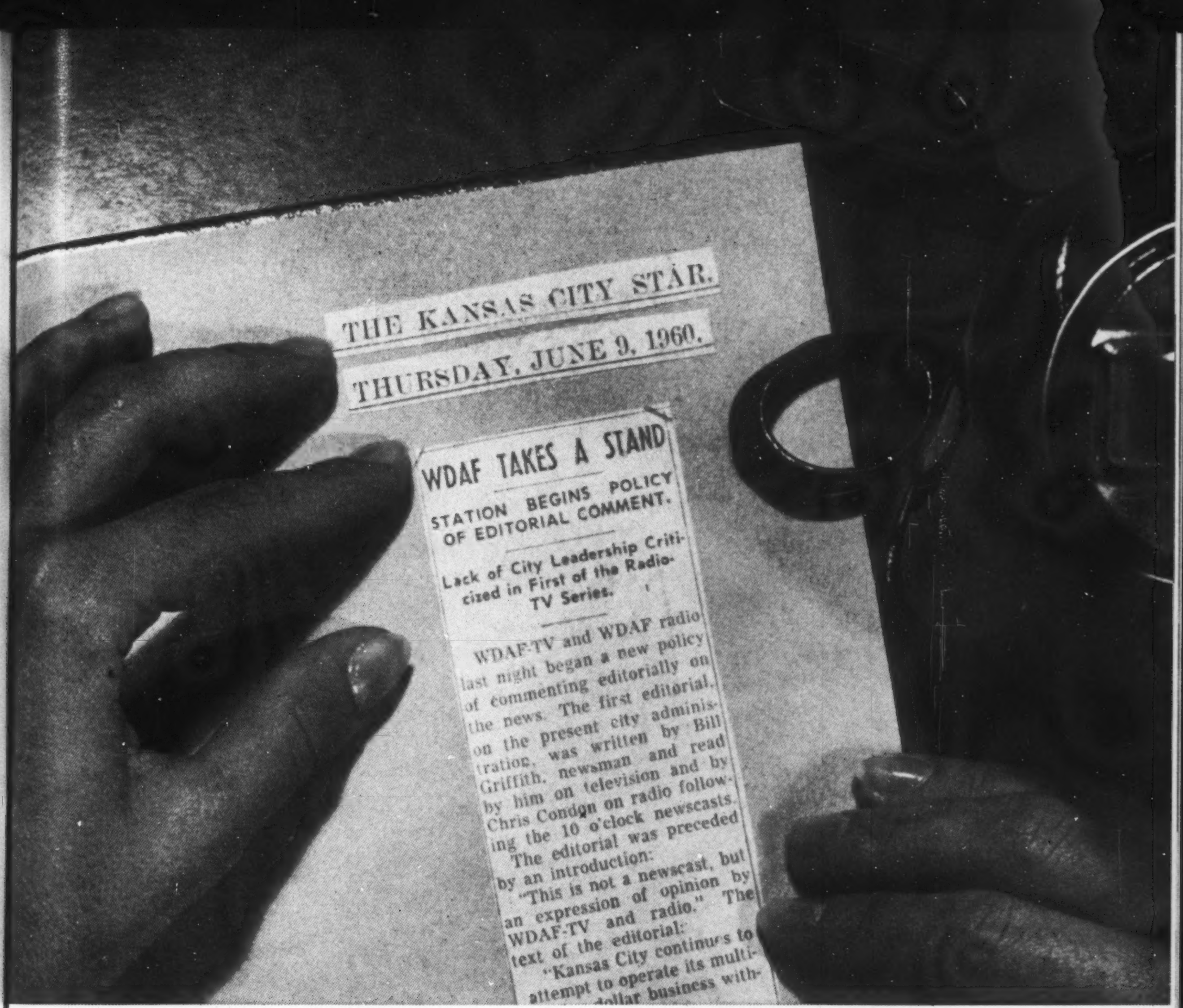
The Democratic convention coverage, complaints notwithstanding, was broadcast journalism at its best. It reduces to absurdity the failings of the few involved in the overplayed payola and quiz-rigging incidents. It was a massive rendition of educational tv and radio, with sponsorship.

The 1960 convention task will be completed this week in Chicago. Fresh from their Los Angeles experience, the networks and the independent stations should do even better. We hope the GOP, along with their Democratic brethren, will recognize this demonstration of public service broadcasting when they return to Washington next month to consider pending legislation seriously affecting broadcasters.



Drawn for BROADCASTING by Sid Hix

"Now there's a sign I'd like to hang in our copy department!"



THE KANSAS CITY STAR.

THURSDAY, JUNE 9, 1960.

WDAF TAKES A STAND

STATION BEGINS POLICY OF EDITORIAL COMMENT.

Lack of City Leadership Criticized in First of the Radio-TV Series.

WDAF-TV and WDAF radio last night began a new policy of commenting editorially on the news. The first editorial, on the present city administration, was written by Bill Griffith, newsman and read by him on television and by Chris Condon on radio following the 10 o'clock newscasts.

The editorial was preceded by an introduction:

"This is not a newscast, but an expression of opinion by WDAF-TV and radio." The text of the editorial:

"Kansas City continues to attempt to operate its multi-
dollar business with-

Another Addition to Our Proof Book

Editorializing is not now a new concept in the communications industry. But it is new in the Heartland—*news,* in fact, to the "Kansas City Star", which reprinted our first effort in its entirety.

WDAF will continue to editorialize whenever the community well-being is a matter of concern. It's tailor-made to our policy of delivering interesting, informative, provocative radio to the *listeners* in our big 6-state area.

How is our policy of radio-to-be-listened-to paying off? Ask your Christal man to see our bulging "proofbook" of thoroughly satisfied advertisers.

WDAF 610 RADIO • SIGNAL HILL • KANSAS CITY, MISSOURI

REPRESENTED BY HENRY I. CHRISTAL CO., INC.